



**7TH ANNUAL
GENERAL
MEETING**

ANNUAL REPORT [2025-2026]

U Phyo Kyaw Thu

Joint Secretary – Market Research Association

August 25, 2026 (Tuesday)





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1. Milestones of MRA

Planning To form the MRA



2016

Founded

June 2018
Registered
at DICA

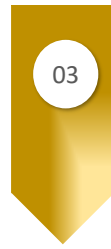


2018

1st AGM

ESOMAR
PARTNERSHIP

Oct 2019



2019

2nd AGM

ESOMAR
presentation
Panel
Discussion

Dec 2020



2020

Conducted
1st MRA
Opinion
survey

Fund support
from ESOMAR

Aug 2021



2021

3rd AGM

UOG
Training
program
the support of
ESOMAR
foundation

Research
Service to
MGMA

06

2022

4th AGM

Industrial
project
for NCCI

07

2023

MRA
Attendance
**ESOMAR
APAC,
Bangkok**

**Knowledge
Sharing**
Nov 2024



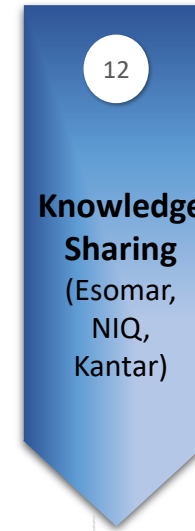
2024

**6th AGM
Knowledge
Sharing**
(Social,
Industry,
Consumer
Insight)
Aug 2025



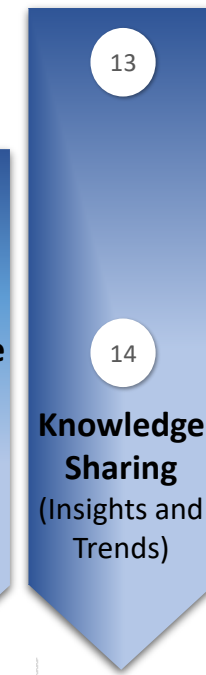
2025

**Adoption
of ESOMAR
Code**
to Reflect
AI
Development
and Usage
in Market
Research



Jan
2026

MRA
Attendance
**ESOMAR
APAC, Tokyo**
May 2026



June
2026

7th AGM

15
**Myanmar
Insight
Seminar
2026**

August
2026



2. Formation of MRA

MRA was formed by **12** founding members under the Myanmar Company Act (26) in **June 2018**.

MRA is a **self-funded** and **independent professional association** bringing together **research agencies, consultants, professionals and emerging researchers** in Myanmar.

3

MEMBERSHIP
CATEGORIES

4

WORKING
COMMITTEES

8

MEMBER
PRIVILEGES

3.1 Executive Committee for 2024-2026

Sr.	Name	Present Occupation/ Company	Position
1	U Moe Kyaw	Chairman, MMRD	Patron
2	U Aung Min	Managing Director, Min Myanmar Research	Chairman
3	U Thurein Nyein	Managing Director, Myanmar Resource Network	Vice-Chairman (1)
4	U Kyaw Hlaing	President, Myanmar Survey Research	Vice-Chairman (2)
5	Mi May Phyu Phyu Sin	Associate Director, MSR	Secretary
6	Daw Thi Thi Aung	Director, Myanmar Resource Network	Joint-Secretary (1)
7	U Phyo Kyaw Thu	Director, Min Myanmar Research	Joint-Secretary (2)
8	U Kyaw Kyaw @ Kyaw Soe Moe	Managing Director, Grand Valley International	Treasurer
9	Dr. Thuta Aung	CEO, Hamsa Hub	EC Member
10	Dr. San Tun Aung	Freelance Consultant	EC Member
11	Daw Sabei Aung	Director, Nielsen MMRD	EC Member
12	U Khin Maung Htay	Managing Director, View Research	EC Member
13	Daw Khaing Khaing Yu Maw	R&D Head, Mingalar Taung Chun Group	EC Member

3.2. New Executive Committee for 2026-2029

Sr.	Name	Present Occupation/ Company	Role in Association
1	U Moe Kyaw	Chairman, Myanmar Marketing Research and Development Co., Ltd.	Patron
2	U Kyaw Hlaing	President, Myanmar Survey Research Co., Ltd.	Patron
3	U Aung Min	Managing Director, Min Myanmar Research Co., Ltd.	Chairman
4	U Thurein Nyein	Managing Director, Myanmar Resource Network Co., Ltd.	Vice-Chairman (1)
5	U Kyaw Kyaw @ Kyaw Soe Moe	Managing Director, Grand Valley International Co., Ltd.	Vice-Chairman (2)
6	Mi May Phyu Phyu Sin	Associate Director, Myanmar Survey Research Co., Ltd.	Secretary
7	Daw Thi Thi Aung	Commercial Director, Myanmar Resource Network Co., Ltd.	Joint-Secretary (1)
8	U Phyo Kyaw Thu	Director, Min Myanmar Research Co., Ltd.	Joint-Secretary (2)
9	Daw Sabei Aung	Freelance Consultant	Treasurer
10	Dr. Thuta Aung	CEO, Hamsa Hub Co., Ltd.	EC Member
11	Dr. San Tun Aung	Freelance Consultant	EC Member
12	Daw Khaing Khaing Yu Maw	R&D Head, Mingalar Taung Chun Group Co., Ltd.	EC Member
13	Daw Nilar Aung	Director, Myanmar Survey Research Co., Ltd.	EC Member
14	Daw Thandar Htun	Managing Director, Pathway Market Research Co., Ltd.	EC Member

4.1. Working Committees and Activities Performed

COMMITTEE

RESPONSIBILITIES

ACTIVITIES PERFORMED

ORGANIZING AND INFORMATION

- Member relations, increase membership, networking events,
- Collaborations of local research firms, Cooperating with foreign research agencies,
- Media relations and Information center

- **Organized Executive Committee Meetings**
- **Organized Annual General Meeting**
- **Organized Election for New Executive Committee**
- **Shared information of Global Market Research**
- **Website Development , New Flyer**

EDUCATION

- Arrange trainings, Seminar and Workshop
- Publish research articles,
- Give awards and grants to research scholars
- Connect and cooperate with educational associations to exchange industry information

- **Represent at Regional Conferences**
- **Networking with Regional Research Association**
- **Organized Knowledge Sharing Event**
- **Share Research Knowledge to local researchers**

4.2. Working Committees and Activities Performed

COMMITTEE

RESPONSIBILITIES

ACTIVITIES PERFORMED

STANDARDIZATION

- Research codes of conduct and ethical issues,
- Establish research industry standards which are suitable for Myanmar,
- Establish research indicators/indices
- Publish research professional manuals,
- Conduct studies and analysis for the development of research market
- Standardize employee qualifications for research associations.

- **Adoption of the ICC/ESOMAR international Code**
- **Translated to MM Version**
- **Distributed on Website**

ADVOCACY

- Inform the government institutions of the benefits and views of research agencies,
- Ensure representation of all agencies as a whole
- Act as an intermediary between the government ministries and research agencies,
- Encourage and shape the procedures for research agencies.

- **Participated in the Trade Information Service Sector for National Export Strategy, MyanTrade**

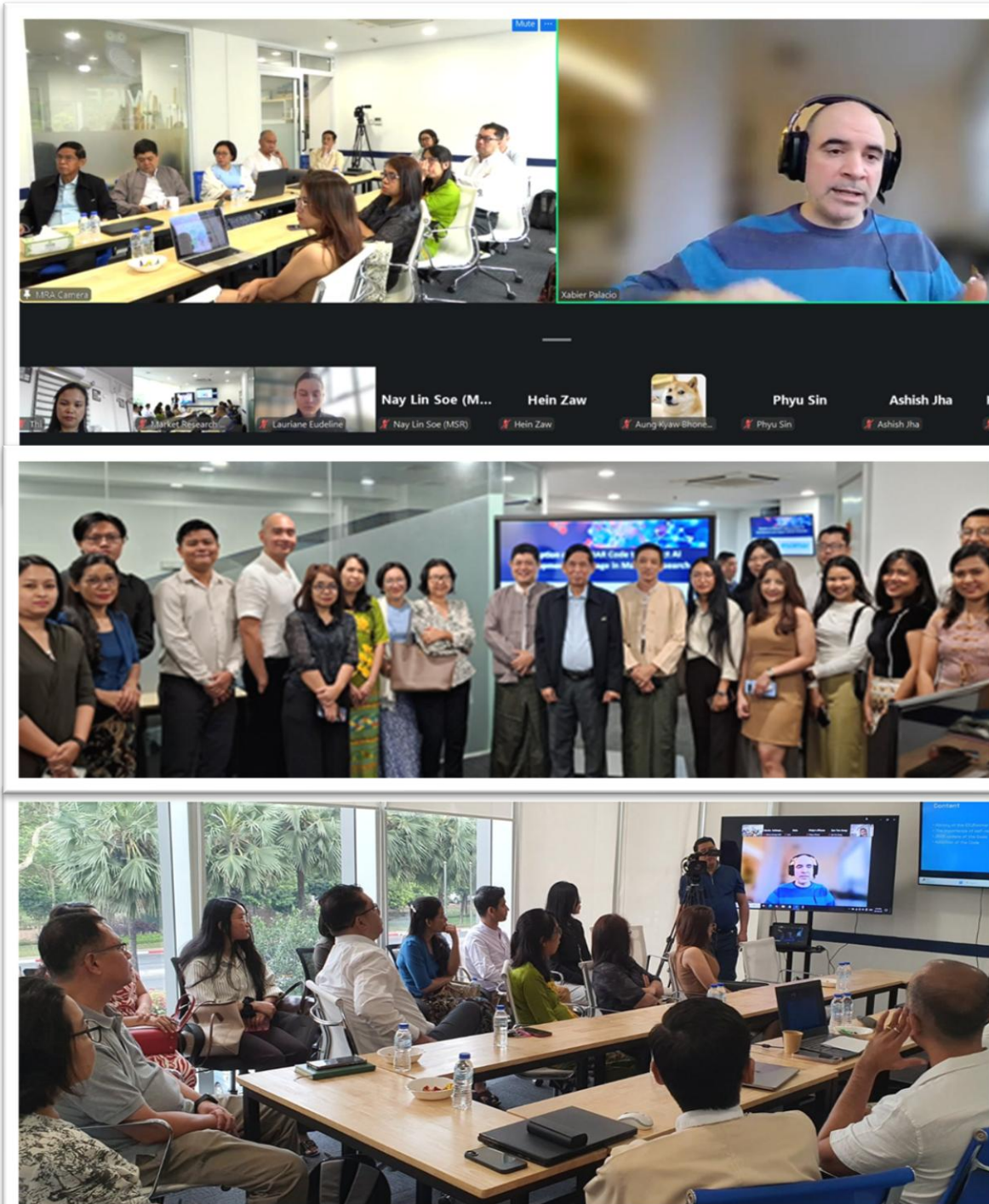
5.1. Jointly organized ESOMAR–MRA Event on the Adoption of the ESOMAR Code 2025

The **ESOMAR–MRA Event on the Adoption of the ESOMAR Code 2025**, reflecting AI development and usage in market research, was successfully held on 23 Jan with support of ESOMAR.

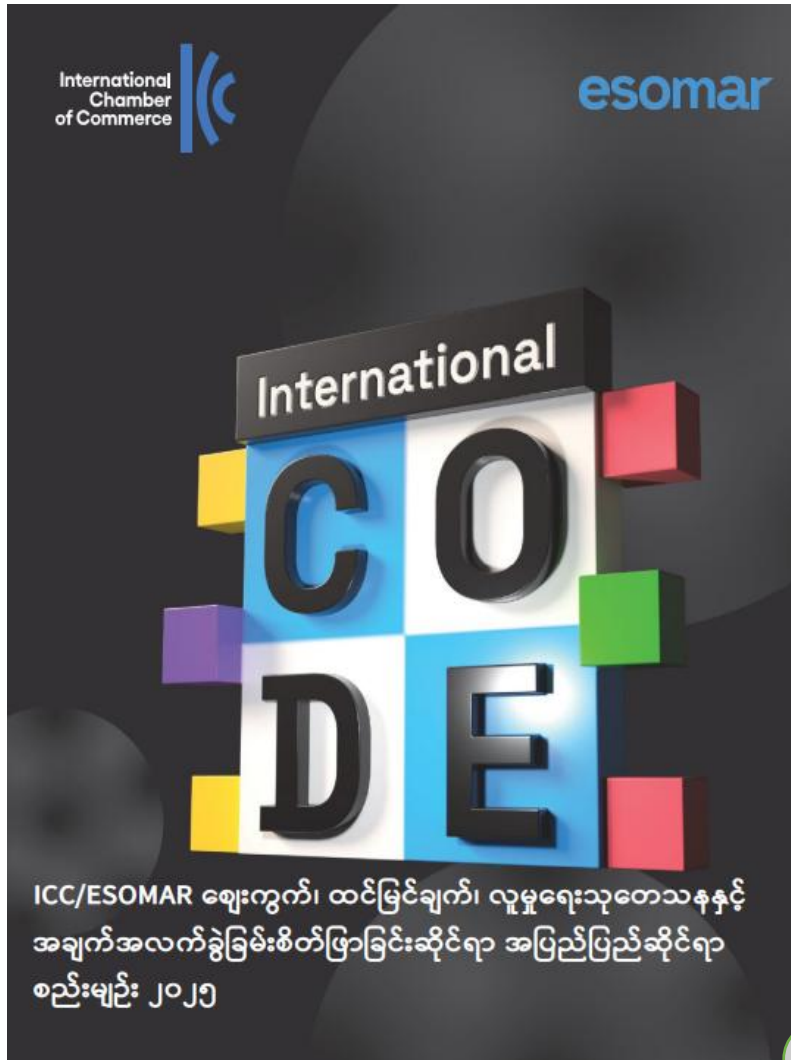
Mr. Xabier Palacio, Head of Intelligence, Standards and Advocacy presented **ICC/Esomar Code of Conduct** to Myanmar Research Society.

In Knowledge Sharing Session “**AI in Market Research**”, **Mr. Ashish Jha**, Analytic Lead of Kantar APAC and **Mr. Toby Tan** Director, Customer Success Leader | NIQ Philippines & Myanmar shared the research knowledge focused on AI usage.

There were 90 attendees, both in-person and online, present at the knowledge sharing session.



5.2. Adoption of the ICC/Esomar International Code on Market, Opinion and Social Research and Data Analytics



*We are proud to highlight **Market Research Association** - Yangon 's adoption of the ICC/Esomar International Code on Market, Opinion and Social Research and Data Analytics.*

***MRA's** adoption reinforces the network of associations with a shared commitment to ethics and accountability and represents a meaningful step forward for our global industry, strengthening alignment, responsibility, and readiness for the future.*

***Esomar** will continue to recognize and celebrate Code adoption across the community, reinforcing our focus on ethical standards and professional practice within the industry.*

esomar



5.3. Attendance at ESOMAR APAC 2026

- Representing MRA, Chairman **U Aung Min** and Secretary **Daw Mi May Phyu Phyu Sin** attended the ESOMAR APAC Conference held in Tokyo, Japan during the last week of May 2026.
- **Joined the Association Leaders' Summit**, an event that brought together leaders and innovators representing associations from across the Asia-Pacific region in occasion of the ESOMAR's **Beyond Balance Conference**.



5.4. Knowledge Sharing: Insights and Trend from Esomar APAC 2026

Following the **ESOMAR APAC Beyond Balance** Conference, **Chairman U Aung Min** and **Secretary Mi May Phyu Phyu Sin** shared their key takeaways with the local research community.

In the online event, 2 presentations titled **Human+AI Reinventing Research** and **The Next Frontier — Tech, Leadership and Impact**, brought together over 70 industry professionals to explore the future of research.

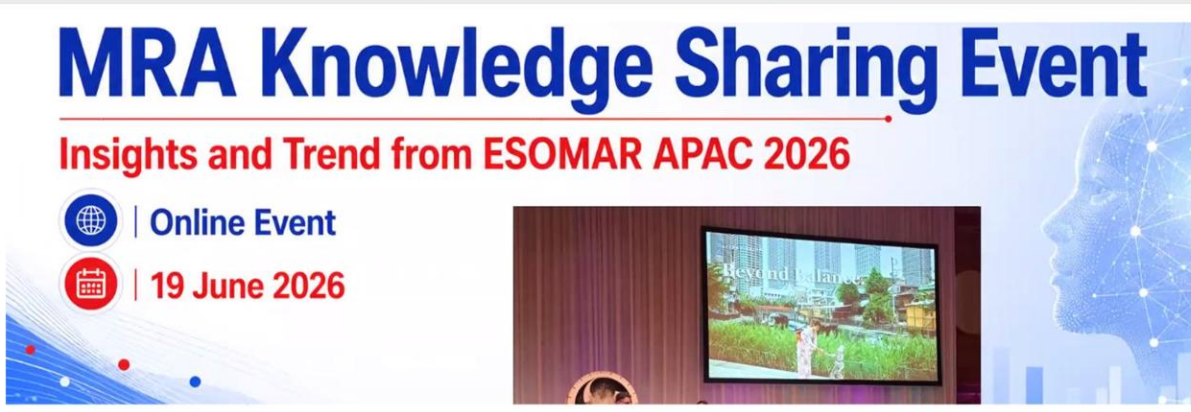


MRA Knowledge Sharing Event
 (ESOMAR Asia Pacific 2026 | Beyond Balance, Tokyo, Japan, 27–29 May 2026)

Reinventing Research Insight in the AI Era

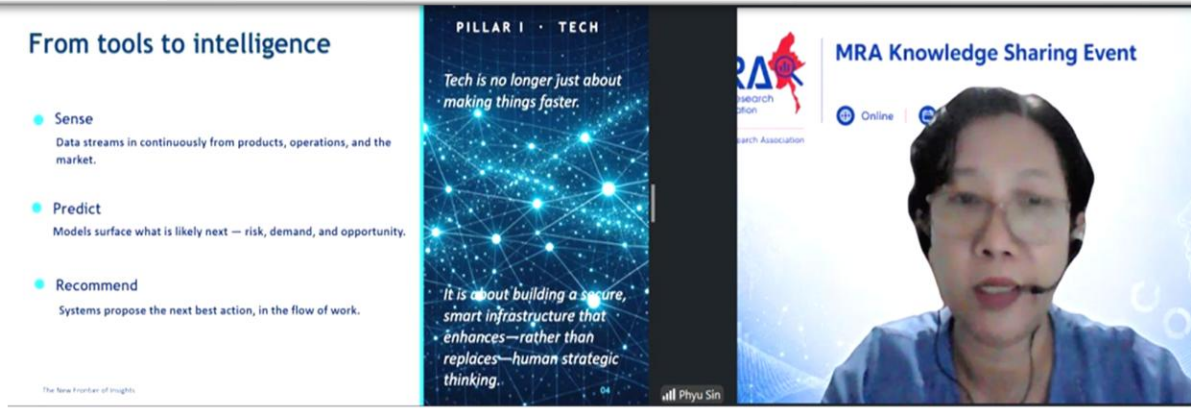
U Aung Min, Chairman

Reference: Kishida & Nihei · JMRA



MRA Knowledge Sharing Event
Insights and Trend from ESOMAR APAC 2026

Online Event
 19 June 2026



From tools to intelligence

- Sense**
Data streams in continuously from products, operations, and the market.
- Predict**
Models surface what is likely next — risk, demand, and opportunity.
- Recommend**
Systems propose the next best action, in the flow of work.

PILLAR I · TECH

Tech is no longer just about making things faster.

It is about building a secure, smart infrastructure that enhances—rather than replaces—human strategic thinking.

MRA Knowledge Sharing Event
 Online

04 Mi May Phyu Sin

6. Financial Statement As of August 2026

Market Research Association (Yangon)					
Income & Expenditure A/C (August 2026)					
Income			Expenditure		
Date	Particulars	Amount (ks)	Date	Particulars	Amount (ks)
22.8.2025	Opening Balance (6 th AGM)	15,319,683	22.8.2025	6 th AGM Hybrid Event Expenses	1,527,200
4.12.2025	Membership Fee for 2024-25	200,000	18.12.2025	Domain Registration (Website)	76,000
5.12.2025	Membership Fee for 2025-26	2,100,000	23.1.2026	ESOMAR ICC Code 2025 & Knowledge Sharing	505,200
5.7.2026	Membership Fee for 2026-27	2,000,000	15.5. 2026	Website 50% final payment	1,010,000
21.5. 2026	Interest -AYA	230,569	21.5. 2026	AYA Bank Current	1,000
21.7. 2026	Sponsor for 7th AGM & Myanmar Insight Seminar 2026	10,100,000	20.7. 2026	G Suit (mrayangon.com)	1,002,794
			21.7. 2026	MRA_ AR for 2025 (DICA)	170,000
			24.7. 2027	7th AGM Expense (Preparing)	11,462,300
	Total income	29,950,252		Total expenses	15,754,494
				Total Balance	14,195,758
	Grand Total	29,950,252		Grand Total	29,950,252

A Warm Welcome from the Executive Committee

We warmly welcome all researchers, industry professionals, and students to our community.

- **Connect & Collaborate:** Engage with a vibrant network of research leaders, practitioners, and emerging talents.
- **Learn & Grow:** Access global industry standards, cutting-edge insights, and exclusive knowledge-sharing sessions.

We invite you to explore, innovate, and shape the future of market research with us.

Visit our website to learn more and join us: <https://mrayangon.org/>





MRA

Market Research
Association



Thank you

