



ASIA  
PACIFIC  
RESEARCH  
COMMITTEE



Mongolian Marketing  
Research Association

Annual Conference 2023

# APRC

Marketing  
Research & AI

Ulaanbaatar, Mongolia  
12-13 October

Event partner:



Insightful  
Innovative  
Strategic



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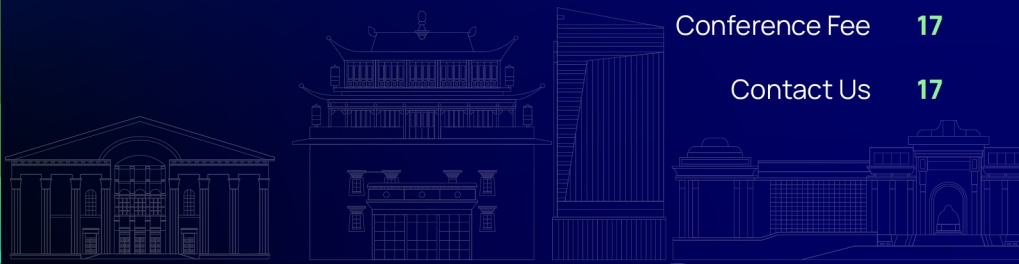
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## APRC, ASIA-PACIFIC RESEARCH ASSOCIATION AND CONFERENCE INFORMATION

The purpose of this information sheet is to introduce the Asia Pacific Research Committee (APRC) federation of 10 National Associations in 10 Asian Pacific countries. The APRC is a not-for-profit network with the aim of supporting 11 national associations in Australia, China, Chinese Taipei, Japan, Korea, Malaysia, Mongolia, New Zealand, Singapore and Thailand. These National Associations support over 3,000 market research practitioners and 900 market research companies in the Asia Pacific region. The APRC has also joined with its equivalent federations in Europe (EFAMRO) and the Americas (ARIA) to form the Global Research Business Network (GRBN) which is a free network that links over 40 national associations globally, representing over 3,500 research businesses on 5 continents, which generates US \$25 billion in annual research revenues. The APRC is now positioned as the prime network for exchanging information and knowledge on marketing research and related industries between the associations and societies in the Asia Pacific region.

### PURPOSE OF THE CONFERENCE

The conference is an excellent opportunity between regional researchers and marketers to discover the latest, market research technologies and methods, data analytics, AI (Artificial Intelligence) advances, exchange information and knowledge, and open up opportunities for collaboration.

The conference also joined representatives of more than 800 business organizations, more than 100 researchers, marketers, and more than 50 international top market research agencies, as well as advanced research technologies, new trends, global trends in AI and market research, how to measure the power of brands in the Behavior Economy and Marketing and Digital Buying Track (CDJ), and human-centered model (Human Centric Model). There are 10 subjects to listen to and learn.

### CONFERENCE CONTENT

Topic: AI & Marketing research Integration

#### Artificial Intelligence and Market Research Integration:

The benefits and challenges of integrating AI in MARKETING RESEARCH; Best practices for using AI to improve data collection, analysis, and insights generation; Case studies of businesses that have successfully integrated AI in their MARKETING RESEARCH efforts; The impact of AI on the future of MARKETING RESEARCH and the role of human researchers; Ethical considerations and privacy concerns related to AI and MARKETING RESEARCH integration.

#### Innovation for Growth- Human Centric Model:

Design thinking and human-centered design principles for innovation; The role of market research in supporting innovation and growth strategies; Case studies of businesses that have successfully applied; Best practices for developing and implementing; Challenges and limitations of a human-centric innovation model and how to overcome them.

#### Social Issue and Marketing – Behavioral Economics and Marketing:

The role of behavioral economics in understanding consumer behavior and decision-making; The impact of marketing on social issues such as public health, sustainability, and social justice; Case studies of businesses that have successfully addressed social issues through marketing; Best practices for developing and implementing socially responsible marketing strategies; Ethical considerations and challenges related to using marketing to address social issues.

#### Social media data analytics cases:

The role of social media data analytics in understanding consumer behavior and preferences; Best practices for collecting and analyzing social media data from platforms such as TikTok, Google, and Facebook; Case studies of businesses that have successfully leveraged social media data analytics to create actionable insights and improve their marketing and business decisions; Emerging trends and technologies in social media data analytics, such as natural language processing and sentiment analysis; Ethical considerations and challenges related to using social media data for business decisions.

### THURSDAY

# 12

#### Ulaanbaatar Room - Corporate Hotel & Convention Centre

09:00 - 12:00      Workshop 1: Finding and Communicating the Story in the Data

13:30 - 16:30      Workshop 2: New Product Development (NPD)  
– Innovation Models – Cases

#### Seoul Room - Corporate Hotel & Convention Centre

13:30 - 16:30      APRC Summit

#### View Event Hall (16th floor) - Corporate Hotel & Convention Centre

18:00 - 21:00      APRC Summit Welcome Dinner (Board Members and Invitations only)

### FRIDAY

# 13

#### Concert Hall - Corporate Hotel & Convention Centre

09:00 - 17:00      APRC Conference: AI & Marketing research Integration

#### Event Hall - Corporate Hotel & Convention Centre

18:00 - 22:00      APRC Conference Gala Dinner (Hosted by MMCG)

### SATURDAY

# 14

#### Visiting Hustai National Park

09:00 - 21:00      Cultural Program



# WORKSHOP

Ulaanbaatar, Mongolia  
12-13 October 2023



**Ray Poynter**

President of the ESOMAR

## TITLE OF THE WORKSHOP #1:

### Finding and Communicating the Story in the Data

In this workshop, Ray Poynter will share with you how to systematically work with data to find the story that enables you to answer your client's questions. Ray will also illustrate how to communicate the story to clients in ways that result in action. The workshop is based on Ray's 45 years of experience working with blue-chip clients around the world. The session will cover: defining the problem, techniques for spotting key messages in the data, assembling the story, and communicating the story using the Think, Feel, Do! model.

## TITLE OF THE WORKSHOP #2:

### New Product Development (NPD) - Innovation Models - Cases

In the current business environment, innovation is no longer an activity or a task that you undertake to generate new product ideas. Innovation is the core of the business and needs to be woven into the fabric of the organization - if organizations do not innovate, they cease to exist. While the need for innovation has been on an ascent, the process is becoming increasingly more challenging. Consumers are happy, but still must be made happier; the product performs wonderfully, but we still need to offer more. Technology has led us to a feature race - from SPF to SPF++, from SPF30 to SPF50 - what more can we offer?

In this seminar we will discuss approaches to innovation which is suitable for the current environment of saturated needs and abundance of products. The key ideas of the seminar will cover, and illustrate with case studies will include:

- Insights for innovation
- The JTBD (jobs to be done) framework
- From products to experiences
- The creative thinking process required for innovation
- What behavioral science tells us about innovation
- Where does design thinking and co-creation fit in.



**Ashok Sethi**

Co-Founder and Managing  
Director, Behave Consulting,  
Advisor of MMCG consulting firm

# APRC

## Marketing Research & AI

09:00 - 09:30	<b>Opening Ceremony</b>
09:30 - 10:00	<b>Keynote Speaker: Ray Poynter, President of ESOMAR</b> "Global Trends in AI and Market Research"
10:00 - 10:30	<b>Speaker: Bum-Erdene Dulam, CEO of MMCG</b> "CEO Survey Mongolia: Mongolia and Global Business and Marketing Trends"
10:30 - 11:00	<b>Speaker: Ashok Sethi, Co-Founder and Managing Director, Behave Consulting , Advisor of MMCG consulting firm</b> "Behavioral Economics and Marketing"
11:00 - 11:30	<b>Coffee break</b>
11:30 - 12:00	<b>Speaker: Jungyul Yang, Managing Director, Kantar Korea</b> "Measuring brand power in the digital shopping journey (CDJ) with Naver behavioral data Digital Power Index"
12:00 - 12:30	<b>Speaker: Garreth Chandler, Founder of the Evolved Group</b> "Integrating Conversational AI into Empirical Survey Research"
12:30 - 13:00	<b>Myagmar Dugerjav, Data Analyst, Panel Insight Division, PMI Korea</b> "Evolution to Good Data"
13:00 - 14:00	<b>Lunch</b>
14:00 - 14:30	<b>Speaker: Paul Spencer, Head of Media Partnerships (SEA), AMPVERSE</b> "E-sports Gaming : Asia's Most Captivating Media Format and the Social Media Driving it's Players" (Virtual - Online Speaker)
14:30 - 15:00	<b>Khulan Badamkhatan, Research Manager, MMCG Company</b> <b>Garamkhand Naidansuren, Senior project manager, Viral Agency</b> "You are not alone: Communication Strategy Development Co-Creation Case"
15:00 - 15:30	<b>Coffee break</b>
15:30 - 16:00	<b>Speaker: Isla Yu, XMP I Head of Customer Experience &amp; Research Strategy, Greater China.</b> leveraging AI in Customer Experience programs and how to make businesses more human.
16:00 - 16:30	<b>Speaker: Yang Jing, Chief Expert of China Automotive Technology and Research Center Co., Ltd.</b> Empowering Exceptional Journeys: Elevating Automotive User Experience
16:30 - 17:00	<b>Closing Ceremony</b>

# SPEAKERS



**Ray Poynter**

President of the ESOMAR

## PRESENTATION #1:

### Global Trends in AI and Market Research

Ray Poynter, President of ESOMAR, draws on a wide range of sources to share his analysis of the key trends impacting the worlds of insight and research. The presentation will include an examination of the current developments in AI. Ray will provide key takeaways in terms of steps that market research needs to take to keep ahead of the wave.

#### Speaker's bio:

- Ray has spent the last 45 years at the intersection of insights, research, and new thinking. Ray has held director-level positions with companies such as The Research Business, IntelliQuest, Millward Brown, and Vision Critical. Ray is committed to the research and insights industry, having been a member of ESOMAR for over 30 years and a fellow of the MRS.
- In recent years Ray's work has focused on training, writing, speaking and sharing. Ray has run training workshops for a variety of national and international organizations, including RANZ, TRS, JMRA, MRS and ESOMAR. Ray has written textbooks, taught at Saitama and Nottingham Universities, regularly blogs, and is active in social media.
- In 2023 Ray was elected President of ESOMAR.

#### Other Facts about Ray

- Very keen runner, everything from 5km Park Runs to 430 km ultramarathons.
- Degree in Computer Science and Economics (Salford University 1978), Post-Graduate Certificate of Education (Mathematics) University of Nottingham (1980), Master's Degree (Research Methodology) Open University.
- Trying to learn French, Japanese and British Sign Language
- Has cycled from Lands End to John-O-Groats (the full length of the UK)
- Spent 28 years as an elected local Government politician in the UK



## PRESENTATION #2:

### CEO Survey Mongolia: Mongolia and Global Business and Marketing Trends

We are working to present the expectations of the Mongolian business's TOP 50 CEOs concerning economic and business environmental conditions, barriers to sustainable growth, as well as policy and strategic priorities on business process transformation, compared to the global and Asia-Pacific region.

In this context, we will present various aspects including the automation of internal and external business processes, the condition of digital transition, and utilization of internal data for decision-making. In addition, interest in investing in consumer-focused technologies, data analytic AI, and the obstacles to the introduction of new technologies will be presented.



**Bum-Erdene Dulam**

CEO of MMCG

#### Speaker's bio:

- D. Bum-Erdene has been working in marketing research and business consulting for 21 years and is one of the founders of Mongolia's first professional research organization. He has experience working as a consultant and leader in about 400 business, social and economic projects in 80 branches.
- ESOMAR, the representative of the International Marketing Research Ethics and Professional Standards Organization in Mongolia, is working hard to bring the development of national research to the international stage.
- Vice-president of the Mongolian Marketing Association, representative in Mongolia of the biggest "LIONS" competition in the international "Marketing and Creative" field of Cannes.
- He is also a member of the Board of Directors of the Mongolian Marketing Research Association.



## PRESENTATION #3: Behavioral Economics and Marketing

Marketing is all about behavior change. And behavioral science is the science of understanding behavior. The marriage of the two is obvious. Still, many marketers doggedly adhere to old-fashioned ideas about marketing and base their marketing and communication efforts on out-dated theories of persuasion. In the digital era of acute scarcity of consumer attention, it is well established that consumers often make quick choices, driven by system 1 and based on short-cuts and heuristics. Unless these behavioral choice factors are recognized and influenced, the brand can not hope for inclusion in the consumer basket.

In this talk the speaker will explain a frame work for systematic application and integration of BeSci into marketing This framework is firmly based on an understanding of consumer choice factors, as seen from a behavioral sciences point of view and ideas developed by Nobel prize winning behavioral economists. This framework will enhance the power of your marketing and nudge the consumers more effectively to your brand.

### The presentation will touch upon the following areas:

- What pain-points of marketing does the behavioral science approach address?
- How to integrate behavioral science thinking at the heart of branding?
- What frameworks and tools can we use to effectively apply behavioral science thinking in marketing?
- How to adopt consumer understanding methods which are compatible with behavioral science?

### Speaker's bio:

- Ashok is the co-founder and Managing Director of Behave! Consulting – a behavioral sciences-based insights and consultancy based in Shanghai. The firm provides cutting-edge marketing thinking and consumer insights which are based on the learning and best practices from behavioral economics, neuro-marketing and evolutionary psychology.
- Ashok has over 35 years of experience in market and social research consultancy- in China, Hong Kong, and other Asian countries. Before taking the current role, Ashok was the Managing Director of GfK in China. He has also been the Managing Director of TNS China, Regional Director for Methodology and Head of Consumer Insights for Emerging Markets at TNS.
- He has extensive experience in data-based consultancy in sectors as diverse as FMCG, Finance, Healthcare, Telecom, Automotive and social marketing.
- Ashok has worked on a diverse set of consumer insights research studies, including the luxury market in China, Digital marketing, Retail trends and Youth behavior & attitudes in Asia.
- Ashok's special area of interest is harnessing the power of behavioral sciences to help address behaviour change challenges in both private and social sector.
- He writes a regular blog about Chinese consumers and shares it on LinkedIn at <https://www.linkedin.com/in/ashokset/>
- He is the author of the book "Chinese Consumers – Exploring the World's Largest Demographic" <https://link.springer.com/book/10.1007/978-981-10-8992-3>



**Ashok Sethi**

Co-Founder and Managing Director, Behave Consulting, Advisor of MMCG consulting firm



## Jungyul Yang

CEO, Kantar Korea



## Garreth Chandler

Founder of the Evolved Group

### PRESENTATION #4:

#### Measuring brand power in the digital shopping journey (CDJ) with Naver behavioral data - Digital Power Index

After the COVID-19 pandemic, consumers have increased the time they spend on digital platforms and their usage of online shopping. They are exposed to various information on social media, blogs, and online communities, and search for various interests on portal sites, and sometimes purchase products on e-commerce shopping sites.

As consumer online activities increase, managing brand performance in digital environments can deepen consumer understanding and increase brand power. To achieve this, Kantar and Naver Cloud have developed a measurement model called the 'Digital Power Index,' which combines online buzz, search, and purchase data to diagnose and analyze how strongly a brand is working in the digital shopping journey.

#### Speaker's bio:

- Current, Kantar Korea CEO - The leading market research company in Korea
- Current, APRC (Asia Pacific Research Committee) President
- Former, KORA (Korea Research Association) President
- Former, ESOMAR (European Society for Opinion and Marketing Research) Korea Representative
- Former, TNS Korea Managing Director
- MA in marketing in Hankook University of Foreign Studies
- University of Melbourne AMP Complete

### PRESENTATION #5:

#### Integrating Conversational AI into Empirical Survey Research

Conversational AI creates a more engaging experiences for respondents and just as importantly, creates a much deeper understanding of consumers. In this talk, I will use real world case studies from across multiple markets to demonstrate how to apply CAI into traditional survey driven studies. The presentation will address what to consider, how and where integration works best and how to run integrated qualitative and quantitative analytics. We'll also look at how to address language and cultural factors when you explore responses.

#### Speaker's bio:

Garreth is a market researcher and technologist with over 25 years of experience working in the insights industry. He is the founder of The Evolved Group, the company behind Human Listening, the AI-powered insights platform. Leading the team that created award-winning Conversational AI technology, EVE™, Garreth has been at the forefront of applying this innovation to the insights industry. He is passionate about understanding humans and creating new ways to explore and apply knowledge of people's needs and motivations at scale.



## Myagmar Dugerjav

Data Analyst, Panel Insight  
Division, PMI Korea



## Paul Spencer

Gen-Z & e-Sports Consultant

### PRESENTATION #6:

#### Evolution to Good Data

Advances in technology are affecting existing research methodologies. By integrating AI and Research, it has revolutionized the process of data collection, analysis and insight extraction. In addition, it has greatly improved accuracy and efficiency. The optimal combination of data for your goal, use of 'Good Data', is key to achieving more insightful results, which can be achieved through the integration of AI and research. In this session, we will share the various examples of PMI's achievement through the use of Good Data.

#### Speaker's bio:

- PMI Korea, Marketing Division
- Dankook University, Ph.D. in Marketing
- Dankook University, MA in Marketing.

### PRESENTATION #7:

#### E-sports Gaming: Asia's Most Captivating Media Format and the Social Media Driving It's Players

In this presentation Paul shall examine the challenges facing marketers in effectively persuading and influencing large tracts of Gen-Z & Millennials in 2023 and beyond. By drawing upon audience measurement data and practical in-depth experience, We shall take a deeper look what comprises this irrefutable and mainstream passion and escapist, competitive entertainment form, termed gaming & e-Sports.

A look at what is needed to know when assessing the impact various cultural drivers, the way on-line gaming has especially ascended to form the most prolific form of 'social', with seamless integration with various types of gameplays and fandom.

Finally, a guide on what the on-ramps to Gen-Z look like, making sense of the channel twine with the questions that We should we be asking ourselves as Brand marketers and fundamentally what next and best looks like for 2024.

#### Speaker's bio:

- Paul has dedicated 25 years to developing knowledge and know-how in the Thai market in the creation of effective media strategy. Having worked in lead positions at WPP, Omnicom and Starcom in Thailand, he brings a deep understanding of Thai & SEA Consumer media behaviour, digital media tools and building brand communication plans that maximise these interactions.
- Paul is an impassioned e-sports consultant who provides advice and leads dialogue on ways to reverse stagnation in reach and influence. He encourages embracing gaming as the number one passion and using social media to engage with people who identify as Gen-Z and Millennials. This group notably cuts their time spent with legacy social media channels in droves.



## Garamkhand Naidansuren

Senior Project Manager,  
Viral Agency



## Khulan Badamkhatan

Research Manager, MMCG

### PRESENTATION #8:

#### **“You are not alone: Communication Strategy Development Co-Creation Case”**

“You’re Not Alone - Don’t Keep it secret, Don’t Hide” social campaign sexual violence against for teenage girls, funded by the United Nations Trust Fund implemented by Save the Children Japan, has reached 23 million people in double counting. The campaign aims to motivate girls in positive way that report and seek help if you or someone around you has experienced this type of abuse.

In developing the communication strategy, a deep understanding of the problems, behaviors and causes of sexual violence among the target group girls was the basis for the successful implementation of the campaign. Also, by choosing the broadcast channel according to the segment’s lifestyle, media consumption characteristics, and the way of receiving information, we were able to deliver information to girls through a more appropriate and accessible channel.

This presentation will present the importance of working with and deeply understanding the target group through a co-creative process in the successful implementation of the campaign’s communication strategy.



## Isla Yu

Head of Customer  
experience & Research  
Strategy, Greater China



## Yang Jing

Chief Expert of China  
Automotive Technology  
and Research Center Co., Ltd.

### PRESENTATION #9:

#### Leveraging AI in Customer Experience programs and how to make businesses more human.

Get the inside story on how the world's most profitable and beloved brands are focusing on one thing: being more human. In 2023, Qualtrics is bringing experience management to Mongolia. Sharing how how leading regional brands and industry leaders are leveraging the latest thought leadership & technology to deliver outsized impact to their customers and businesses.

#### Speaker's bio:

Isla is the subject matter expert in CX and research programs for Qualtrics in Greater China. She works with companies across Greater China, providing thought leadership to help them set out and achieve their strategy and vision for their experience management program.

Isla brings in a decade of experience working as a practitioner in customer experience and insights roles. Prior to joining Qualtrics, Isla has shaped the customer insights programme for Cathay Pacific to drive better experience design, and enable customer-centric decisions across commercial, product and marketing teams. She also drove digital experience transformation, customer engagement and insights generation for the Sun Hung Kai Group across its businesses in properties, retail, telecomms, hospitality and facility management.

### PRESENTATION #10:

#### Empowering Exceptional Journeys: Elevating Automotive User Experience

In the ever-evolving automotive industry, the paramount strategy for sustainable growth lies in prioritizing user experience. This presentation delves into the core concept of "Empowering Exceptional Journeys: Elevating Automotive User Experience". It explores the pivotal role of a human-centric approach in research and design, reshaping how consumers interact with vehicles across diverse scenarios. By comprehending user needs, aspirations, and sentiments, the consumer's interaction experience reaches new heights. The presentation introduces research methods and their impact on various aspects of the automotive process, such as product planning and design. By seamlessly integrating user-centric research and design thinking, the presentation introduces a series of people-centric approach that, by prioritizing human needs, comprehensively enhances user experience, thereby contributing to the development of the automobile industry.

#### Speaker's bio:

Yang Jing, Chief Expert of China Automotive Technology and Research Center Co., Ltd., Member of the Party Committee and Director of the Brand Consulting Department of China Automotive Information Technology (Tianjin) Co., Ltd. Served as an off campus supervisor for master's students at Hunan University, a member of the Chinese Society of Ergonomics, and the Secretary General of the Automotive Human Factors and Ergonomics Professional Committee. Engaged in long-term research on the automotive market and consumers, as well as brand research. She has presided over or participated in more than 20 national and provincial level research projects, as well as research projects by China Automotive and Technology Research Center Co., Ltd. She has published more than 20 academic papers, and has obtained patent authorization and 8 software copyrights. The main publications include the Blue Book series "Report on the Development of Chinese Automobile Brands", "Research on Automobile Brand Operation", and as the main drafter, the group standard "Evaluation Model and Method for Automobile Industry Brand Strength" was developed.

Annual Conference 2023

# APRC

Cultural Program



## HUSTAI NATIONAL PARK

- Hustai National Park (HNP) located in Central Mongolia, it is home to the rare and endangered Przewalski's horses—the only species of wild horses in the world.
- The park is about 100 km from the capital city of Ulaanbaatar to the west.
- The HNP covers 50,600 hectare land which is home to 459 species of vascular plants, 85 species of lichens, 90 species of moss and 33 species of mushrooms. 44 species of mammals have been recorded



# CULTURAL PROGRAM AGENDA

08:30 - 09:00	Registration
09:00 - 11:30	Leave the hotel. Drive to Khustai National Park
11:30 - 12:00	Visit local museum
12:00 - 13:00	Lunch in camp
13:00 - 16:30	Drive deep into National park to see Prezewalski wild horses /Takhi/ in their habitat
16:30 - 18:00	Transfer to “Moltsog els” to see horse show, traditional performance and ride two humps Mongolian camel
18:00 - 19:00	Dinner in camp
19:00	Drive back Ulaanbaatar
21:00	Arrive in Ulaanbaatar



# ROOM RATE FOR THE CORPORATE HOTEL AND CONVENTION CENTRE



Room type	Desk Rate		Discount 20% Discount code: APRC	
	Single occupancy	Double occupancy	Single occupancy	Double occupancy
Standard king	257'320₮	333'000₮	205'856₮	266'400₮
Standard room with two king beds		333'000₮		266'400₮
Apartment suite	287'600₮	393'900₮	230'080₮	315'120₮
Executive deluxe suite A	2'121'00₮		1'696'800₮	
Executive deluxe suite B	1'818'000₮		1'454'400₮	
Executive deluxe suite C	1'515'000₮		1'212'000₮	

## ROOM RATE INCLUDES:

- Free WIFI
- Health Club
- Breakfast Bufeed
- VAT 10%
- Pick up & Drop Off Service
- Sedan 100,000 mnt per car per way
- Mini van 200,000 mnt per way per car
- Bus 300,000mnt per way per car

**CANCELLATION POLICY:** 48 HOURS PRIOR TO ARRIVAL DATE FOR 1-5 ROOMS, 7 DAYS FOR 6-15 ROOMS, 16 OR MORE ROOMS 14 DAYS PRIOR TO ARRIVAL. 100% of the first night will be charged if cancelled after cancellation period.

- Check in time is 3:00 pm
- Check out time is 12:00 pm
- Early check in fee is 100,000mnt (06:00am-12:00pm)
- Breakfast hours 07:00am-10:00am
- Early Departure fee is 50,000mnt per night
- 1 child under the age of 12 is free of charge
- Extra bed 100,000mnt
- NO SHOW- 100% OF THE WHOLE RESERVATION PERIOD WILL BE CHARGED
- Non-commissionable rate
- All hotel rooms are non-smoking



# CONFERENCE FEE

Workshop #1	250\$
Conference	200\$
Full program (Two workshop + Conference+ reception + culture program)	400\$
Culture program	Free

## CONTACT US:

### NOTICE REGARDING REGISTRATION:

991048012 (dashnyam.g@mmcg.mn), 95351122 (khulan.b@mmcg.mn)

### MORE INFORMATION ABOUT THE CONFERENCE:

99100599 (Davaasuren@mmcg.mn), 88106440 (Otgontuya.d@mmcg.mn)

**WEB:** [www.aprc-2023.com](http://www.aprc-2023.com)

**FB page:** APRC-2023

