

IIEX
ASIA PACIFIC

3-4 2026
February
Bangkok

Why IIEX APAC is a High-Value Investment for Our Team

IIEX Asia Pacific brings together experts who are advancing the way insights support business growth.

The event equips attendees with actionable strategies, including how to streamline research operations, evaluate emerging technologies, and translate findings into decisions leaders can use.

Teams return with a clearer view of where the industry is heading and practical steps they can implement to drive better outcomes for the organization.

What teams will gain:

- New methods to improve sample reach and data validity.
- Approaches to apply AI for deeper insights.
- Frameworks to quantify and communicate the value of insights work.
- Tools and best practices for speeding up research workflows.
- Strategies for aligning multiple data sources and perspectives.

Where:

Carlton Hotel Bangkok Sukhumvit

Anticipated attendance:

300+ market research, insights, and analytics professionals

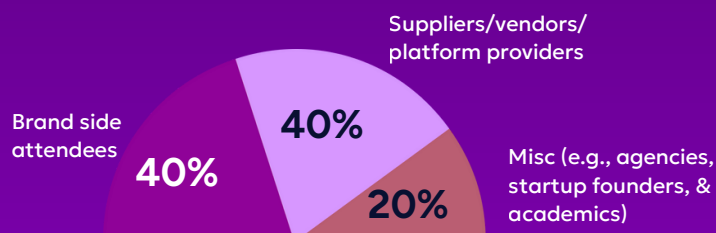
Speaking companies:

Procter & Gamble, Samsung, Gojek, FrieslandCampina, Nanyang Business School, Spotify, Mercedes Benz, Fonterra, The Coca-Cola Company, Unilever, and many more!

Common attendee roles:

- Director or VP of Insights and Analytics
- Head of Marketing or Consumer Strategy
- Chief Innovation or Research Officer
- CX, UX, or Data Science Lead
- Brand and Growth Strategist

Audience Breakdown



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