



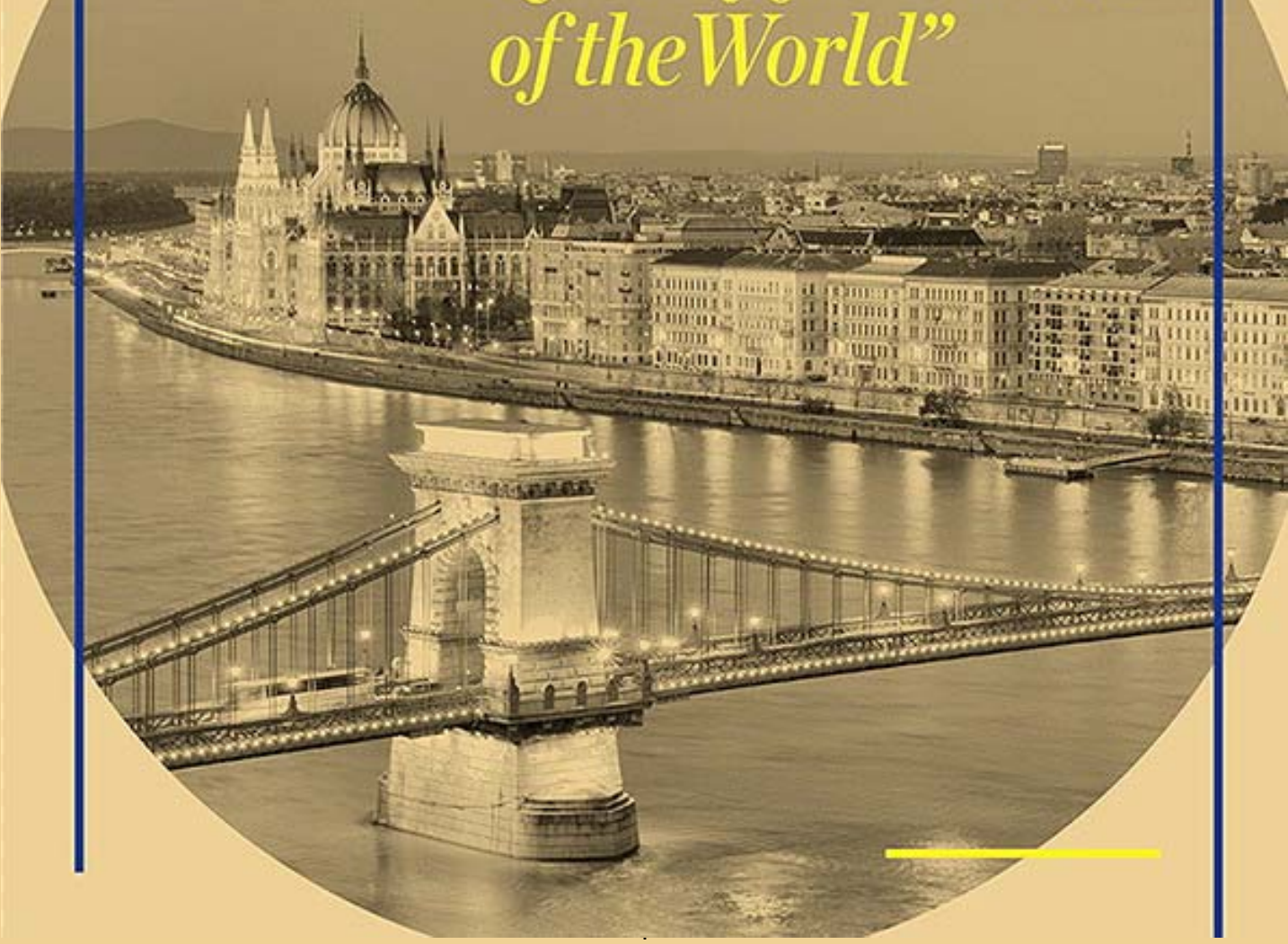
INTERNATIONAL
ACADEMY for
QUALITY

Budapest, Hungary
October
26 & 27, 2015
Hotel Kempinski

World Quality Forum

of the International
Academy for Quality

*“Quality for Future
of the World”*





Invitation to the First World Quality Forum of the International Academy for Quality

Dear Colleagues and Friends!

On behalf of the International Academy for Quality (IAQ) and of the Hungarian National Committee for EOQ (HNC) as Local Organizer of the **First World Quality Forum of the International Academy for Quality** I would like to invite you to Budapest, Capital of Hungary to this unique and special event.

The main message of the IAQ World Quality Forum is summarized in the Slogan “**Quality for Future of the World**”. The highlights of this event are the memory by Prof. Seghezzi on the IAQ Founders: Kaoru Ishikawa, Walter Masing and Armand Val Feigenbaum and the introducing the advanced TQM for the new era by Prof. Kano, as well as the discussion on the quality and corporate management led by Dr. Bertin, on the future of quality profession led by Prof. Godfrey, on the relationship of the quality and innovation led by Prof. Pfeifer, on technical and human dimension of quality introduced by Dr. Watson. There are also other current issues on the agenda, for example quality in healthcare and in service, education of quality, sustainability and quality, social responsibility, advanced quality tools, techniques and methods, ISO 9001:2015 as well as Lean and daily management, etc.

To make the listed focus areas interesting the Panel Chairs and Speakers will not only introduce the selected topics, but they will also have a debate about that between each other and also with the participants. I encourage you to take part at the Panel Sessions as highlights of the World Quality Forum, but also at all other parallel Sessions that grab your attention.

Dear Friends, I am convinced that the **First World Quality Forum of the International Academy for Quality** may provide an unique and invaluable input for everybody and will influence the quality development in the whole world. Quality is a value that would never run its course and that can enrich the life of the people through continuous improvement and innovation.

Besides, I hope, you will have some time to get acquainted with the places of interest of Budapest, to have a look at our wonderful capital and other parts of Hungary. For the participants of the Congress we organize some cultural programs, trying to make your visit and stay in Hungary pleasant and interesting.

Prof. Dr. Pal Molnar
IAQ and HNC President

**Program of Opening and Closing Sessions as well as of
the Panels and of the Post-Forum Seminars with
Photo of the Chairs and Speakers
Budapest, October 26-27, 2015**

OPENING PLENARY SESSION



Janak Mehta, India, Chair of IAQ:

Opening and Welcome

Description: <http://eoq.hu/iaq/mehta.pdf>



Hans Dieter Seghezzi, Honorary Member of IAQ, Liechtenstein

Memory on the IAQ Founders: Kaoru Ishikawa, Walter Masing and Val Feigenbaum

Description: <http://eoq.hu/iaq/seghezzi.pdf>



Noriaki Kano, Honorary Member of IAQ and ASQ, Japan

Advanced TQM for the New Era

The Premier Memorial Ishikawa Lecture

Description: <http://eoq.hu/iaq/kano.pdf>

IAQ PANEL SESSIONS



Chair of the Panel: **Marcos Bertin**, Argentina

“QUALITY AND CORPORATE MANAGEMENT”

Description: http://eoq.hu/iaq/a0_panel.pdf



Makato Nakao, IAQ Academician, Japan:

Promotion of GQM and Increasingly Important Roles of Top Management in the Global Perspective



Istvan Lepsenyi, IAQ Academician, Hungary

Excellence and Values – Way to EFQM Prize and Zero Defect



Greg H. Watson, IAQ Honorary Member, USA/Finland

The Price of Non-Policy



Chair of the Panel: **Blanton Godfrey**, IAQ Academician, USA

“FUTURE OF QUALITY PROFESSION”

Description: http://eoq.hu/iaq/a1_panel.pdf



Mohamed Zairi, IAQ Emeritus Academician, United Kingdom

The New Face of Quality Philosophy and the New Breed of Quality Professionals



Hiroshi Osada, IAQ Academician, Japan

From Quality Manager to Quality Innovator



Charles Aubrey, IAQ Academician, USA

The Chief Quality Officer and Effective Leadership



Chair of the Panel: **Tilo Pfeifer**, IAQ Academician, Germany

“QUALITY AND INNOVATION”

Description: http://eoq.hu/iaq/a2_panel.pdf



Greg H. Watson, IAQ Honorary Member, USA/Finland

Quality in an Age Demanding Innovation



Kwai-Sang Chin, IAQ Academician, Hong Kong

*Quality and Innovation: a Partner or a Substitute?
Management System vs. Innovation*



Robert Schmitt, IAQ Associated Academician, Germany

*Critical To Innovation Quality (CTIQ) – The Role of Quality
Management in Future Innovation Processes*



Chair of the Panel: **Björn Andersen**, IAQ Academician, Norway

**“QUALITY STRATEGIES FOR GLOBAL
COMPETITIVENESS”**

Description: http://eoq.hu/iaq/a3_panel.pdf



Shan Ruprai, IAQ Companion, Australien

*Cradle to Success:
Ups, Downs & Best Practice QMS*



Thomas Prefi, IAQ Associated Academician, Germany

*Quality Culture – How to Set up a Framework for Quality
Oriented Thinking and Behavior*



Glenn Mazur, IAQ Academician, USA

*Quality Function Deployment (QFD) for Global
Competitiveness in Product Development Using ISO 16355*



Chair of the Panel: **“Parsu” Parasuraman**, IAQ Academician, USA

“QUALITY IN SERVICE”

Description: http://eoq.hu/iaq/a4_panel.pdf



Paul Lillrank, IAQ Academician, Finland

The Ontology and Epistemology of Service Quality



Jamison Kovach, IAQ Associated Academician, USA

Application and Benefit of Quality Improvement Efforts in Service Operations



Anil Sachdev, IAQ Associated Academician, India

Improving Service Quality – Key Challenges and Approach



Chair of the Panel: **Robert King**, IAQ Academician, USA

“QUALITY IN HEALTH CARE”

Description: http://eoq.hu/iaq/a5_panel.pdf



Yoshinori Iizuka, IAQ Academician, Japan

Quality Management Approach to Healthcare – Its Meaning and Significance



Ronald Does, IAQ Academician, Netherlands

Operational Excellence in Healthcare



Elizabeth Cudney, IAQ Academician, USA, and
Harriet Nembhard, USA

Development of a Bed System to Improve Patient Access to Care



Chair of the Panel: **Janak Mehta**, IAQ Chair, India

“SUSTAINABILITY AND QUALITY”

Description: http://eoq.hu/iaq/a6_panel.pdf



Mats Deleryd, IAQ Academician, Sweden

On the Relationship between Quality and Sustainability



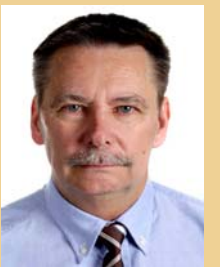
N. Ramanathan, IAQ Academician, India:

Quality and the Seven Environmental Challenges of the Planet



Joal Teitelbaum, IAQ Associated Academician, Brazil

Joining Efforts to Save the Planet Water



Chair of the Panel: **Roland Jahnke**, IAQ Academician, Germany

“GLOBAL QUALITY EDUCATION FORWARD”

Description: http://eoq.hu/iaq/a7_panel.pdf



Pedro Saraiva, IAQ Associated Academician and
Maria Joao Rosa, Portugal

Higher Education Quality



Juhani Anttila, IAQ Associated Academician and
Kari Jussila, Finland

Quality Evaluation of Education and Learning



Ildiko Csoka and Gabor Szabo, Hungary

European Universities Association's Institutional Evaluation Program at University of Szeged, Hungary



Grace Brannan, IAQ Academician, USA

Quality Improvement Training in Medical School

CLOSING PLENARY SESSION



Liz Keim, IAQ Academician, USA

Posters Introducing and Evaluating

Description: <http://eoq.hu/iaq/keim.pdf>



Bjorn Andersen, IAQ Academician, Norway, **Lars Sorqvist**, IAQ Academician, Sweden, **Pedro Saraiva**, IAQ Associated Academician, Portugal and **Gregory Watson**, IAQ Honorary Member, USA/Finland

Structured Improvement for the 21st Century: A New Model from Europe

Description: <http://eoq.hu/iaq/andersen.pdf>



Tang Xiaofen, IAQ Companion, China

Theory and Practice of Quality Development in China

The Premier Memorial Feigenbaum Lecture

Description: <http://eoq.hu/iaq/xiaofen.pdf>



Gregory H. Watson, Honorary Member of IAQ, USA/Finland

Technical and Human Dimensions of Quality

The Premier Memorial Masing Lecture

Description: <http://eoq.hu/iaq/watson.pdf>



Pal Molnar, IAQ President, Hungary

Closing Remarks

In addition, the IAQ WQF Program includes 13 further Sessions with more than 50 paper presentations. The topics of the Sessions are the followings:

- QUALITY TOOLS, TECHNIQUES AND METHODS
- QUALITY MANAGEMENT DEVELOPMENT
- LEAN AND DAILY QUALITY MANAGEMENT
- SUPPLY CHAIN MANAGEMENT
- SIX SIGMA, DATA PROCESSING AND DATA ANALYSIS
- ISO 9001:2015 AND RISK MANAGEMENT
- CORPORATIVE SOCIAL RESPONSIBILITY (CSR)
- PROBLEM SOLUTIONS – CASE STUDIES
- QUALITY DEVELOPMENT IN HEALTHCARE
- NATIONAL QUALITY POLICY – NATIONAL (REGIONAL) QUALITY AWARD
- BRANCHENSPECIFIC QUALITY MANAGEMENT APPROACHES:
AGRICULTURE, FOOD AND AUTOMOTIVE

19 Posters and an Exhibition will also enrich the Program of the World Quality Forum.

POST-FORUM SEMINARS on October 28, 2015



S1 SETTING STRATEGIC CHANGE PRIORITIES

Gregory H. Watson, IAQ Honorary Member, USA/Finland

S1-1 Setting the Strategic Change Agenda

09:00- 12:00

Lunch 12:00-13:00



Glenn H. Mazur, IAQ Academician, USA

S1-2 Prioritizing Among Competing Alternatives

13:00-16:00

Description: <http://eoq.hu/iaq/seminar1.pdf>



S2 CORPORATE GOVERNANCE IN SMALL AND MEDIUM SIZE ENTERPRISES (SME's)

Marcos E. J. Bertin, IAQ Honorary Member, Argentina

08:00-12:00

Description: <http://eoq.hu/iaq/seminar2.pdf>

S3 The New ISO 9001:2015 Standard from American, European and Japanese View

Lecturers will be announced later

09:00-13:00

Description: <http://eoq.hu/iaq/seminar3.pdf>

Short biographies of the Lecturers: <http://eoq.hu/iaq/biography.pdf>

Factory visits Departures from Hotel Kempinski at 8:30

Herend Porcelain Manufactory	Return time: ca. 17:00
Dreher Breweries Ltd.	Return time: ca. 13:00
Grundfos Manufacturing Hungary Ltd.	Return time: ca. 15:00
Audi Hungaria Motor Ltd.	Return time: ca. 16:00

Forum Information

Program Organizer: **International Academy for Quality and Hungarian National Committee for EOQ**

Forum Chair: Prof. Dr. Pal Molnar, President of IAQ and HNC for EOQ

Nagyajtai u. 2/B, H-1026 Budapest, HUNGARY

Phone: +361 212 8803; Fax: +361 212 7638, Mobile: +3630 2862015

E-mail: info@eoq.hu

Technical Organiser: **CongressLine Ltd.**

Contact: Bea Golovanova, Ildikó Benyhe

Révay köz 2., H-1065 Budapest, HUNGARY

Phone: +361 429 0146; Fax: +361 429 0147, Mobile: +3670 608 6806

E-mail: golob@congressline.hu

Website: www.iaq2015.com (including Registration & Hotel Booking form)

Forum Dates

1st IAQ WQF: October 26-27, 2015

Post Forum Seminars: October 28, 2015

Factory Visits: October 28, 2015

Official Congress Language

English

Interpretation into Hungarian will be provided at Opening and Closing Plenary Sessions as well as at the Panel Sessions

Programme Changes

The organizers cannot assume liability for any changes in the program due to external or unforeseen circumstances.

Registration Fees

Registration Type	Regular Registration	On-Site
Forum Participant	700 EUR	800 EUR
Forum Participant as PhD Student	350 EUR	400 EUR
Post-Forum Seminar 1 (1 day) (Greg Watson/Glenn Masur)	200 EUR	200 EUR
Post-Forum Seminar 2 (1/2 day) (Marcos Bertin)	100 EUR	100 EUR
Post-Forum Seminar 3 (1 day)	200 EUR	200 EUR
Accompanying person	200 EUR	200 EUR

Above fees include 27%VAT.

Forum registration fees include

- Attendance to all Forum Sessions
- Forum Bag
- Forum Proceedings on CD
- Lunches and Coffee Breaks on October 26 and 27
- Welcome Reception on October 25
- Gala Dinner on October 26

Post-Forum Seminars registration fees include

- Attendance to the Post-Forum Seminar
- Post-Forum Proceedings on CD
- Lunch on October 28 (only Post-Forum Seminar 1 and 3)
- Coffee Breaks on October 28

Factory Visit fee includes

- Coffee, Beverages and Lunch on October 28

Accompanying Person's registration fee includes

- Attendance at the official social programs (Welcome Reception, Gala Dinner)
- Half-day Sightseeing tour in Budapest with lunch at Grand Market Hall
- Half-day Bath tour to Széchenyi Bath

World Quality Forum Venue

Hotel Kempinski

Address: H-1051 Budapest, Erzsébet tér 7-8.

Official Forum Hotels

Hotels	Single Room	Double Room
Kempinski Hotel Corvinus (on-site) H-1051 Budapest, Erzsébet ter 7-8.	195 EUR Delux 225 EUR	215 EUR Delux 245 EUR
Hotel Zenit Budapest Palace H-1052 Budapest, Apáczai Csere János utca 7.	99 EUR	110 EUR
Mercure Budapest City Center H-1052 Budapest, Váci utca 20.	95 EUR	106 EUR
Carat Boutique Hotel H-1061 Budapest, Király utca 6.	92EUR	102 EUR
La Prima Fashion Hotel H-1052 Budapest, Piarista utca 6.	89 EUR	100 EUR
Regency Suites Hotel Budapest H-1075 Budapest, Madách Imre tér 2.	88 EUR	98 EUR
Hotel Central Basilica H-1051 Budapest, Hercegprímás utca 8.	80 EUR	90 EUR
Roombach Hotel Budapest Center H-1075 Budapest, Rumbach Sebestyén utca 14.	79 EUR	86 EUR
Promenade City Hotel H-1052 Budapest, Váci utca 22.	75 EUR	86 EUR
ARCadia Hotel Budapest H-1075 Budapest, Madách Imre tér 3.	71 EUR	80 EUR

Hotel rates are indicated per room per night, including breakfast and all taxes.

Sponsors

GOLD EXHIBITOR & SPONSOR



SILVER SPONSORS



MACHER LTD.



OKREPILOV "Test - St. Petersburg"

BRONZE SPONSORS



**Business
Excellence
Solutions Ltd.,
Finland**



**QFD Institute,
USA**



**BQC Group,
Argentina**