

**55<sup>th</sup> EOQ Congress**  
**World Quality Congress**  
Budapest, Hungary - June 20-23, 2011

*"Navigating Global Quality in a New Era"*



# **55<sup>th</sup> EOQ Congress**

as

# **World Quality Congress**

*„Navigating Global Quality in a New Era”*

organized by

Hungarian National Committee for EOQ



## **Program**

**of Pre-Congress Seminars, Pre-Congress Workshops,  
Congress Opening Session, Concurrent Sessions and  
Closing Session**

**Budapest, Hungary**

**June 20-23, 2011**

Ministry of Rural Development  
CONFERENCE ROOM

Kossuth Lajos tér 11. Budapest V.  
Monday 10:00 – 18:00

**NEW QUALITY AND SAFETY REGULATIONS AND DEVELOPMENTS ON THE AGRIFOOD AREA**

**Seminar Chair:** Zoltán Kálmán, Ministry of Rural Development, Hungary

- 10.00** Opening by Zsolt Horváth, Deputy State Secretary of the Ministry of Rural Development, Hungary
- 10.10** **Agricultural Product Quality Schemes in the European Union**  
*Francis Fay, European Commission, DG Agriculture, Agricultural Product Quality Policy, Brussels, Belgium*
- 10.35** **Food Safety Challenges in the 21<sup>st</sup> Century**  
*Tamás Németh, Hungarian Academy of Sciences, Hungary*
- 11.00** **Panel Discussion with the Lecturers**
- 11.10** **Coffee Break**
- 11.35** **Improving the European Innovation Climate in Food Processing Research and Development**  
*Dietrich Knorr, Technical University Berlin, Germany*
- 12.00** **Agricultural and Food Innovation and Quality Development – Perspectives for Food Research in FP7**  
*Dirk Pottier, European Commission, DG Research, Brussels, Belgium*
- 12.25** **Innovation in the Food Sector through Effective Knowledge Transfer to SME's: Approach and Experiences of the TRUEFOOD FP6 Project**  
*András Sebők and Adrienn Hegyi, Campden & Chorleywood Food Development Institute, Hungary*
- 12.50** **Panel Discussion with the Lecturers**
- 13.00** **Lunch**
- 14.00** **The Role of Quality Assurance Systems in the Hungarian Food Industry**  
*József Popp and Anikó Juhász, Research Institute for Agricultural Economics, Hungary*
- 14.25** **Food Safety, Quality, and Legality: Stakeholders with Increasing Impact on Food Producers**  
*Hans Buser, Federation of the Swiss Food Industries, Switzerland*
- 14.50** **Six Sigma in Food Production – Challenges for “Bio” Process Optimization**  
*Detert Brinkmann, Thorsten Klauke, Rolf Ibalde and Brigitte Petersen, University of Bonn, Institute for Animal Science, Germany*
- 15.15** **Panel Discussion with the Lecturers**
- 15.25** **Coffee Break**
- 15.50** **Integrated Use of Global Standards to Establish an Effective Traceability System for Food Products**  
*Balázs Fekete, GSI Hungary Non-Profit CPLC, Hungary*
- 16.15** **Multi-dimension Possibilities for Traceability in the Food Chain**  
*József Surányi, Budapest Corvinus University, Hungary*  
*Zoltán Erdős, Qualiment Ltd, Hungary*
- 16.35** **Quality and Innovation through Sensory Excellence**  
*Eija Piispa, Bunge Europe, Finland*
- 16.55** **Determinants of Individual Share of Meat and Importance of the Consumption Awareness**  
*Gaber Shehata and Souzan Ibrahim El-Sharbatly, Agricultural Economics, Alexandria University, Egypt*
- 17.15** **QUARISMA – Quality and Risk Management in Meat Chains**  
*Brigitte Petersen, University of Bonn, Institute for Animal Science, Germany*
- 17.35** **Panel Discussion with the Lecturers**
- 17.45** **Closing Remarks by the Seminar Chair**
- 19.00-21.00** **Welcome Reception in the Kempinski Hotel Corvinus**

KEMPINSKI HOTEL CORVINUS

Erzsébet tér 7-8, Budapest V.

REGINA BALLROOM I.

Monday 10:00 – 18:15

**QUALITY IN HEALTH CARE****Seminar Chair:** *Sister Mary Jean Ryan, SSM Health Care, St. Louis, MO, USA***10.00 Calling Forth the Spirit of Leadership - Pathway to Organizational Transformation**  
*Sister Mary Jean Ryan, SSM Health Care, St. Louis, MO, USA***10.25 Quality Improvement and Patient Safety Strategy Development in the Hungarian Health Care System**  
*Krisztina Török, Institute for Quality Development in Health Care and for Hospital Technique, Hungary***10.50 A Model for Personnel Allocation at Hospitals**  
*Ryoko Shimono, Shogo Kato, Satoko Tsuru and Yoshinori Iizuka, University of Tokyo, Japan***11.15 Panel Discussion with the Lecturers****13.30 Coffee Break****Session Chair:** *Paula Friedman, SSM Health Care, St. Louise, MO, USA***12.00 High Performance Health Care: Achieving and Sustaining Performance Excellence**  
*Paula Friedman, SSM Health Care, St. Louise, MO, USA***12.25 On the Way to Excellence**  
*Tamás Kállai, B. Braun Avitum Hungary, CPLC, Hungary***12.50 Process Improvement in Health Care**  
*Ronald J. M. M. Does, University of Amsterdam, the Netherlands***13.15 Panel Discussion with the Lecturers****13.30 Lunch****Session Chair:** *Yoshinori Iizuka, University of Tokyo, Japan***14.30 Concept of the Socio-technology for Health Care**  
*Yoshinori Iizuka, University of Tokyo, Japan***14.55 Structured Clinical Knowledge and its Application as a Socio-technology – PCAPS**  
*Satoko Tsuru, University of Tokyo, Japan***15.20 Scheme for Health Care QMS and its Implementation as a Socio-technology – QMS-H Model**  
*Masahiko Munechika, Waseda University, Tokyo, Japan***15.45 Panel Discussion with the Lecturers****16.00 Coffee Break****Session Chair:** *Grace Brannan, Ohio University, College of Osteopathic Medicine, Athens, OH, USA***16.30 How a Medical Training Consortium Use Competency – Based Learning to Prepare Future Physicians in Evidence – Based Medicine**  
*Grace Brannan, Ohio University, College of Osteopathic Medicine, Athens, OH, USA***16.55 A Study on the Structure of Educational Content for Health Care Quality and Safety**  
*Chisato Kajihara, Masahiko Munechika, Masataka Sano and Haizhe Jin, Waseda University, Tokyo, Japan***17.20 A Decade of Quality Journey in the Health Care Services**  
*Nashat Nafouri, Saudi Quality Council, Health Interest Group, Saudi Arabia***17.45 Panel Discussion with the Lecturers****18.00 Closing Remarks by the Seminar Chair****19.00-21.00 Welcome Reception in the Kempinski Hotel Corvinus**

REGINA BALLROOM II.

**QUALITY IN PUBLIC ADMINISTRATION**

**Monday 10:00 – 16:00**

**Session Chair:** *Viktor Horváth, Ministry of Public Administration and Justice, Hungary*

**10.00 Obstacles to Quality in Public Administration: How to Overcome Them?**

*Tito Conti, Former President and Chairman of the International Academy for Quality, Italy*

**10.30 Quality Management in Public Administration**

*Wolfgang Kaerkes, German Society for Quality, Germany*

**11.00 Panel Discussion with the Lecturers**

**11.15 Coffee Break**

**11.45 Best Practice Case from the European Network "Quality Cities"**

*Jan Björing and Johan Gammelgard, Quality Cities and City of Umea, Sweden*

**11.10 The first Government Programs for QSM Certification in the Social Sector of Russia**

*Maria Koroleva, Russian Certification Technologies Ltd Russia*

**12.35 Implementation of Monitoring System for Service Quality Management Provided by Public Organizations to Population of the Republic of Kazakhstan**

*Azat Abdrakhmanov, Gleb Lukin and Valentina Yurikova, International Association of Quality Managers and Auditors, Kazakhstan*

**13.00 Panel Discussion with the Lecturers**

**13.15 Lunch**

**14.15 How to Measure and Develop the Quality of Social Public Services?**

*Károly Czibere, Expert of the Hungarian Social Sector, Hungary*

**14.40 Partner Satisfaction Survey in the National Labour Service**

*Mónika Bartók, National Labour Service, Hungary*

**15.05 Improving Quality and Performance with the Public Sector Scorecard**

*Max Moullin, Sheffield Hallam University, United Kingdom*

**15.30 Quality Movement in the Income Tax Department in India**

*Nilimesh Baruah, Government of India, Ministry of Finance, India*

**15.55 Panel Discussion with the Lecturers 16.00 Coffee Break**

**SALON CORVINUS**

**Pre-Congress Workshop 1**

**Monday 10:00 – 17:00**

**10.00 Quality Assurance in the Pharmaceutical Industry**

*Charles Aubrey, Quality and Performance Excellence, Anderson Pharma Packaging an AmerisourceBergen Company, USA*

**11.30 Coffee Break 13.15 Lunch 15.30 Coffee Break**

**SALON BANDINI**

**Pre-Congress Workshop 2a**

**Monday 10:00 – 13:00**

**10.00 Statistical Thinking Development for a Proactive Quality Assurance**

*Miflora M. Gatchalian and May Lynn G. Miranda, Quality Partners Company, Ltd., the Philippines*

**11.30 Coffee Break 13.00 Lunch**

**SALON BANDINI**

**Pre-Congress Workshop 2b**

**Monday 14:00 – 17:00**

**14.00 Workplace Cooperation – An Approach to Productivity & Quality**

*Jose C. Gatchalian, Workplace Cooperation (WPC), the Philippines*

*May Ann G. Kuik, Quality Partners Company, Ltd., the Netherlands*

**15.30 Coffee Break**

**SALON MARZIO**

**Pre-Congress Workshop 3a**

**Monday 10:00 – 13:00**

**10.00 Surviving and Competing in Today's Complex World: The Quality Challenge**

*Michael Kaye, University of Portsmouth Business School, United Kingdom*

*Marilyn Dyason, National School of Government, United Kingdom*

**11.30 Coffee Break 13.00 Lunch**

**Pre-Congress Workshop 3b**

**Monday 14:00 – 17:00**

**14.00 How to Run a Kick-Off Meeting for a Global Team?**

*Margery Mayer, Global Operations Experts, USA*

**15.30 Coffee Break**

**19.00-21.00 Welcome Reception in the Kempinski Hotel Corvinus**

**OPENING CEREMONY**

**Tuesday 9:00 – 10:30**

**9.00 Opening Ceremony**

**Cultural Program**

**Greetings and Opening**

*Viktor Seitschek, President of the European Organization for Quality, Brussels, Belgium*

**Greetings by the Representatives of International and National Organizations**

- **International Academy for Quality (IAQ)**  
*Gregory H. Watson, Acting Chairman and President*
- **American Society for Quality (ASQ)**  
*E. David Spong, Board Chair*
- **China Accreditation and Certification Body (CNCA)**  
*Sun Dawei, President*
- **Union of Japanese Scientists and Engineers (JUSE)**  
*Hitoshi Kamikubo, Associate Director*

**Zoltán Cséfalvay**, Minister of State for Economic Strategy for National Economy, Ministry for National Economy, Hungary: **National Plan for Europe 2020 Strategy**

**Zacharias Bilalis**, European Commission, DG Enterprise and Industry, Brussels, Belgium: **European Quality Policy**

**10.30 Coffee Break**

**OPENING PLENARY SESSION**

**Tuesday 11:00 – 12:30**

**Session Chair: Pál Molnár**, *President of the Hungarian National Committee for EOQ and Professor at the University Szeged, Congress Chairman, Hungary*

**11.00 Returning to our Roots: The Fundamentals of Managing for Quality**

*Gregory H. Watson, Acting Chairman and President of the International Academy for Quality, Finland*

**11.30 Cultural Transformation: Providing the Leading Edge in Navigating Global Quality**

*Charles Aubrey, Vice President of Anderson Pharmaceutical Packaging an AmeriSource Bergen Company, USA*

**12.00 Innovation and Quality**

*Gábor Szabó, President of the Hungarian Innovation Association and Rector of the University Szeged, Hungary*

**12.30 Lunch**

**CONCURRENT SESSIONS**  
**KEMPINSKI HOTEL CORVINUS**

**Tuesday 13:30 – 17:30**  
**Erzsébet tér 7-8, Budapest V.**

**SALON BANDINI/MARZIO**

**EDUCATION OF QUALITY – QUALITY OF EDUCATION I. Tuesday 13:30 – 15:00**

**Co-Organizer: Óbuda University**

**Session Chair: Zoltán Koczor, Óbuda University, Hungary**

**13.30 Opening by Zoltán Pokorni, Chairman of the Education Committee of the Hungarian Parliament**

**13.45 The EOQ Personnel Certification and Registration**  
*Eric Janssens, European Organization for Quality, Brussels, Belgium*  
*Enrique Marco, EOQ Personnel Registration Unit, Spain*

**14.15 The EOQ Personnel Certification and Registration – Results and Experiences in Germany**  
*Thomas Votsmeier, German Society for Quality, Germany*

**14.45 Panel Discussion with the Lecturers**

**15.00 Coffee Break**

**SALON BANDINI/MARZIO**

**EDUCATION OF QUALITY – QUALITY OF EDUCATION II. Tuesday 15:30 – 17:30**

**Co-Organizer: Óbuda University**

**Session Chair: Eric Janssens, European Organization for Quality, Brussels, Belgium**

**15.30 Personnel Certification in a World of Change**  
*Anni Koubek, Quality Austria, Austria*

**15.55 The Cooperation with Professional Associations – Possible Future for Personnel Certification**  
*Romana Hofmanova, Czech Society for Quality, Czech Republic*

**16.20 QUARISMA – Adoption of the QM Qualification "Quality System Manager Junior" in Meat Chains**  
*Susanne Lehnert and Pieterneel Luning, Wageningen University, The Netherlands*

**16.45 Effects of Advanced Terminology in Quality Management - A Study at Swedish Organizations**  
*Liv Marcks von Würtemberg, Evelina Ericsson and Lars Sörqvist, Industrial Information and Control Systems, Royal Institute of Technology, Sweden*

**17.10 Panel Discussion with the Lecturers**

**18.00 Departure to the Gala Dinner by bus from the Kempinski Hotel Corvinus**

**CONCURRENT SESSIONS**  
**KEMPINSKI HOTEL CORVINUS**

**Tuesday 13:30 – 17:30**  
**Erzsébet tér 7-8, Budapest V.**

**REGINA BALLROOM I.**

**Tuesday 13:30 – 15:00**

**INNOVATION AND QUALITY I.**

**Session Chair: Robert E. Cole, Doshisha Business School, Japan and University of California, Berkeley, USA**

- 13.30 Developing Innovation Management as a Core Organizational Competence**  
*Kostas N. Dervitsiotis, University of Piraeus, Greece*
- 13.50 Hoshin Kanri – A Strategic Approach to Continuous Improvement**  
*David Hutchins, David Hutchins Innovation Limited, United Kingdom*
- 14.10 Economics for Quality as the Scientific Basis of Managing the Quality and Innovation**  
*Vladimir V. Okrepilov, Member of RAS, Test-St. Petersburg, Russia*
- 14.30 Quality Chicken or Innovation Egg?**  
*Zigmund Bluvband, ALD Ltd., Israel*
- 14.50 Panel Discussion with the Lecturers**
- 15.00 Coffee Break**

**REGINA BALLROOM I.**

**Tuesday 15:30 – 17:30**

**INNOVATION AND QUALITY II.**

**Session Chair: Kostas N. Dervitsiotis, University of Piraeus, Greece**

- 15.30 Innovations and Quality for Higher Competitiveness of Companies**  
*Devender Malhotra and Shalabh Srivastava, Wipro BPO, India*
- 15.55 Improve Quality beginning from Development to Production for Steel Strips**  
*Helmut Hlobil, VATRON Ltd., Austria*
- 16.20 Quality Management of Iron Ore and Coal by Raw Material Division of Tata Steel**  
*Rewati R. Srivastava and Rajesh Murkherjee, Tata Steel Ltd., India*
- 16.45 How Important are Business Excellence and Benchmarking for Sustainable Competitiveness?**  
*Robin Mann, Centre for Organisational Excellence Research, New Zealand*
- 17.10 Panel Discussion with the Lecturers**
- 18.00 Departure to the Gala Dinner by bus from the Kempinski Hotel Corvinus**

**CONCURRENT SESSIONS**  
**KEMPINSKI HOTEL CORVINUS**

**Tuesday 13:30 – 17:30**  
**Erzsébet tér 7-8, Budapest V.**

**REGINA BALLROOM II.**

**REPOSITIONING QUALITY FOR MANUFACTURING I.**

**Tuesday 13:30 – 15:00**

**Session Chair:** *Hans Dieter Seghezzi, University St. Gallen, Switzerland*

- 13.30 Quality First – Zero Defect Strategy**  
*Willfried Heist, Knorr-Bremse Systeme für Nutzfahrzeuge GmbH, Germany*
- 13.50 Refocusing Strategic Quality Management to Meet the Global Challenges of the New Era**  
*Michael Kaye, University of Portsmouth Business School, United Kingdom*  
*Marilyn Dyason, National School of Government, United Kingdom*
- 14.10 Designing Closed Quality Control Loops for Stable Production Systems**  
*Robert Schmitt, Henrik Glöckner and Sebastian Stiller, Aachen University, Germany*  
*László Monostori, Zsolt Viharos, Hungarian Academy of Sciences, SZTAKI, Hungary*
- 14.30 “Practical Program of Revolutions in Factories (PPORF) 20 Keys”® in Russia - Holistic Continuous Business Improvement System**  
*Yury Nikolayevich Samoylov, Russian Organization for Quality, Russia*
- 14.50 Panel Discussion with the Lecturers**
- 15.00 Coffee Break**

**REGINA BALLROOM II.**

**REPOSITIONING QUALITY FOR MANUFACTURING II.**

**Tuesday 15:30 – 17:30**

**Session Chair:** *Hans Dieter Seghezzi, University St. Gallen, Switzerland*

- 15.30 Quality Management: A Cost Factor or a Driver of Competitiveness?**  
*Jürgen Varwig, President of German Society for Quality, Germany*
- 15.55 The Role of the Quality Manager – Success Factors and Problems**  
*Sanna Rosendal and Åsa Danielsson, Sandholm Associates AB, Sweden*
- 16.20 Repositioning Quality for Manufactured Product**  
*Éva Hofbauer, RÁBA AXLE Company, Hungary*
- 16.45 Management Systems Integration: Should „Quality” be Redefined?**  
*José Pedro Texiera Domingues, University of Minho and Delphi-Bosch Ferreiros, Portugal*  
*Paulo Sampaio and P. M. Arezes, University of Minho*
- 17.10 Panel Discussion with the Lecturers**
- 18.00 Departure to the Gala Dinner by bus from the Kempinski Hotel Corvinus**

**CONCURRENT SESSIONS**  
**KEMPINSKI HOTEL CORVINUS**

**Tuesday 13:30 – 17:30**  
**Erzsébet tér 7-8, Budapest V.**

**REGINA BALLROOM III.**

**Tuesday 13:30 – 15:00**

**MANAGEMENT OF QUALITY OR QUALITY OF MANAGEMENT I.**

**Session Chair:** *Lars Sörqvist, Sandholm Associate and Royal Institute of Technology, Stockholm, Sweden*

- 13.30 Necessity of New Leadership**  
*Asbjørn Aune, Norwegian University for Science and Technology, Norway*
- 13.50 Strategic Thinking, Planning and Action**  
*Margery Mayer, Kaplan University and Global Operations Experts, USA*
- 14.10 Performance Measurement Systems in Engineering – Their Influence and Challenge**  
*Knut Lynum, Norwegian University of Science and Technology, Norway*
- 14.30 Research and Development of Integrated Management System Model on Knowledge Based System**  
*Vidosav Majstorovic and Valentina Marinkovic, University of Belgrade, Serbia*
- 14.50 Panel Discussion with the Lecturers**
- 15.00 Coffee Break**

**REGINA BALLROOM III.**

**Tuesday 15:30 – 17:30**

**MANAGEMENT OF QUALITY OR QUALITY OF MANAGEMENT II.**

**Session Chair:** *Asbjørn Aune, Norwegian University for Science and Technology, Norway*

- 15.30 Cross Functional Support Process Management**  
*Lars Sörqvist, Sandholm Associate and Royal Institute of Technology, Stockholm, Sweden*
- 16.00 New Times, New Songs**  
*Yuri P. Adler and V. Shper, Moscow State Institute of Steel and Alloys, Russia*
- 16.20 How to Improve the Quality of Top Management's Processes Using the Mechanisms of ISO 9000 Standards**  
*Mičo Jančev, SMILE IT Solutions Jancev KG, Austria/Bosnia-Herzegovina*
- 16.40 Returns on Quality - ROQ Model**  
*Alexander Linczényi, Slovak University of Technology, Slovakia*  
*Renata Nováková, Slovak University of Technology, Slovakia*
- 17.00 Process Evolution through Integration of Shainin and Taguchi**  
**A Case Study in Alternator Manufacturing**  
*N. Ravichandran, A. J. Jegadheeson, A. Balaji and M. Rajkamal, Lucas TVS, Chennai, India*
- 17.20 Panel Discussion with the Lecturers**
- 18.00 Departure to the Gala Dinner by bus from the Kempinski Hotel Corvinus**

**CONCURRENT SESSIONS**  
**KEMPINSKI HOTEL CORVINUS**

**Tuesday 13:30 – 17:30**  
**Erzsébet tér 7-8, Budapest V.**

**SALON CORVINUS**

**Tuesday 13:30 – 15:00**

**MANAGEMENT SYSTEM CERTIFICATION AND THE AUDITS**

**Session Chair:** *Olav F. Finsnes, Norwegian Society for Quality and Risk Management, Norway*

- 13.30 Management System Certification - Quo Vadis?**  
*Petr Koten, Czech Society for Quality, Czech National Certification Forum, Czech Republic*
- 13.50 A Quality Management Model for High Performance Organization: Finnish Air Force**  
*Henry Ilpo Antero Sivusuo, Finnish Air Force, Finland*
- 14.10 Audits in the Aerospace Industries- Past, Present, Future**  
*Gideon Roth, Cabiran Ltd., Israel*
- 14.30 Improving Flight Safety Issues in the ASD (Aviation, Space & Defense) Industry Challenge**  
*Alois Peter (Lou) Magritzer, OZ-LEAN SIX SIGMA-PARTNERS, Australia*
- 14.50 Panel Discussion with the Lecturers**
- 15.00 Coffee Break**

**SALON CORVINUS**

**Tuesday 15:30 – 17:30**

**QUALITY DEVELOPMENT AND MEASUREMENT METHODS**

**Session Chair:** *Albert Balogh, Hungarian National Committee for EOQ, Hungary*

- 15.30 Seven Tools for Management of Quality Developed by JUSE**  
*Hitoshi Kamikubo, Union of Japanese Scientists and Engineers, Japan*
- 15.50 A Study on a Method of Planning Countermeasures by Error-Proofing**  
*Haizhe Jin, Masahiko Munechika, Masataka Sano and Chisato Kajihara, Waseda University, Tokyo, Japan*
- 16.10 Sensory Quality Measurement: The Case of Red Ribbon Bakeshop, Inc.**  
*Miflora M. Gatchalian, Quality Partners Co. Ltd., the Philippines*  
*Marife Cruz, Red Ribbon Bakeshop, Inc.*
- 16.30 Methodology for the Establishment of "Standards" as Socio-technology**  
*Shogo Kato, Yoshinori Iizuka and Satoko Tsuru, University of Tokyo, Japan*
- 16.50 QWEB Specification: New Perspectives from Different Stakeholders**  
*Acacio Costa, Paulo Sampaio and A. C. Braga, University of Minho, Portugal*
- 17.10 Panel Discussion with the Lecturers**
- 18.00 Departure to the Gala Dinner by bus from the Kempinski Hotel Corvinus**

**CONCURRENT SESSIONS**  
**KEMPINSKI HOTEL CORVINUS**

**Tuesday 13:30 – 17:30**  
**Erzsébet tér 7-8, Budapest V.**

**SALON REGIOMONTANUS**

**Tuesday 13:30 – 15:00**

**CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT I.**

**Session Chair:** *Alexandros Antonaras, University of Nicosia, Cyprus*

- 13.30 Development Policy, Quality and Sustainability**  
*Györgyi Nyikos, Ministry of National Development, Hungary*
- 13.50 Be Responsible**  
*László Török, Grundfos Manufacturing Hungary, Hungary*
- 14.10 How the Construction Industry is able to Build a Sustainable World**  
*Joal Teitelbaum, Best Home, Teitelbaum Engineering, Brazil*
- 14.30 Quality Construction, Quality Certification – From the Energetics Development to the Quality of Life**  
*Károly Matolcsy, Non-profit Company for Quality Control and Innovation Building, Hungary*
- 14.50 Panel Discussion with the Lecturers**
- 15.00 Coffee Break**

**SALON REGIOMONTANUS**

**Tuesday 15:30 – 17:30**

**CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT II.**

**Session Chair:** *Györgyi Nyikos, Ministry of National Development, Hungary*

- 15.30 Quality in Governance**  
*Marcos Bertin, Bertin Quality Consulting, Argentina*  
*Greg Watson, International Academy for Quality, Finland*
- 16.00 In Search of Ethical Governance and Corporate Social Responsibility using the Business Ethics Excellence Model**  
*Alexandros Antonaras and Melpo Iacovidou, University of Nicosia, Cyprus*  
*Chrysi Memtsa, Hellenic American University, Greece*
- 16.25 CSR as a Concept With Special Regard to Core Business and Target Groups**  
*Erzsébet Szegedi, Hungarian National Committee for EOQ, Hungary*
- 16.50 Integration of Sustainability into the Business Processes of a Food Company**  
*Katarina Gazi-Pavelic, Podravka d.d. Croatia*
- 17.15 Panel Discussion with the Lecturers**
- 18.00 Departure to the Gala Dinner by bus from the Kempinski Hotel Corvinus**

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**CONCURRENT SESSIONS**  
**KEMPINSKI HOTEL CORVINUS**


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**Wednesday 8:30 – 10:30**  
**Erzsébet tér 7-8, Budapest V.**


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**SALON BANDINI/MARZINO**


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**EDUCATION OF QUALITY – QUALITY OF EDUCATION III. Wednesday 8:30 – 10:30**
**Co-Organizer: Óbuda University**
**Session Chair: Gábor Veress, University of Pannonia, Hungary**

- 8.30 Quality Culture in Institutes of Higher Education**  
*Avner Halevy and Michal Daloya, University of Haifa, Israel*
- 8.50 Self Assessment according to EFQM Excellence Model as the Tool for Evaluation of University**  
*Milan Hutyra, VŠB-Technical University of Ostrava, Czech Republic*
- 9.10 GAP between the Need for Quality Management in Companies and the Higher Education Programs**  
*Everard van Kemenade, Fontys University of Applied Sciences, The Netherlands*
- 9.30 Integrated Quality Management Training**  
*Albert Balogh, Hungarian National Committee for EOQ, Hungary*
- 9.50 Role of Applied Statistic in the Teaching of Quality**  
*Ágota Drégelyi-Kiss and Georgina Nóra Tóth, Óbuda University, Hungary*
- 10.10 Panel Discussion with the Lecturers**
- 10.30 Coffee Break**

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**SALON BANDINI/MARZINO**


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**Wednesday 11:00 – 12.30**


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**ACCREDITATION AND SUSTAINABILITY**
**Session Chair: Thong Ngee Goh, University of Singapore, Singapore**

- 11.00 The European Accreditation Infrastructure and the Importance of the EA MLA**  
*Rózsa Ring, National Accreditation Body, Hungary*
- 11.20 Development of a Sustainable National Accreditation Body for Engineering and Technology Laboratories Accreditation in Libya**  
*Tarek Elsmuai, Nottingham Trent University, United Kingdom*
- 11.40 Management Systems: a Path to Organizational Sustainability**  
*Paulo Sampaio, University of Minho, Portugal*  
*Pedro Saraiva, University of Coimbra, Portugal*
- 12.00 Two Models – One Journey to Sustained Development**  
*Viktor Yagodzinskyi, TUV Nord Ukraine Ltd, Donetsk, Ukraine*
- 12.20 Panel Discussion with the Lecturers**
- 12.30 Lunch**

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**CONCURRENT SESSIONS**  
**KEMPINSKI HOTEL CORVINUS**


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**Wednesday 8:30 – 12:30**  
**Erzsébet tér 7-8, Budapest V.**


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**REGINA BALLROOM I.**


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**Wednesday 8:30 – 10:30**


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**REFOCUSING QUALITY TO ENHANCE SERVICE TO CUSTOMERS I.**
**Session Chair: György Mikó, Hungarian National Committee for EOQ, Hungary**

- 8.30 Global Challenges: Sustainability in Global Logistics**  
*Roland K. Jahnke, Deutsche Post, Germany*
- 8.50 A Quality Framework for Services in Shared Services Environments**  
*Roy Ramphal, Faculty of Management at the University of South Africa, South Africa*
- 9.10 Check-in to the New Era of Quality at Airports – Certification as a Key Factor for Success - Portuguese's Airports Experience**  
*Ivone Lopes and João Farinha, ANA Airports of Portugal S.A., Portugal*
- 9.30 Complaint in Function of Consumer Satisfaction**  
*Diana Plantić Tadić and Nikolina Borčić, University of Applied Sciences Vern, Croatia*  
*Miroslav Drljača, Zagreb Airport, Croatia*
- 9.50 Evaluation of Health Tourism as a Strategic Sector in Hungary**  
*Tibor Marosi, Zsuzsanna Talum and Pál Molnár, University of Szeged, Hungary*
- 10.10 Panel Discussion with the Lecturers**
- 10.30 Coffee Break**

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**REGINA BALLROOM I.**


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**Wednesday 11:00 – 12:30**


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**REFOCUSING QUALITY TO ENHANCE SERVICE TO CUSTOMERS II.**  
**QUALITY IN TOURISM**
**Session Chair: Roland K. Jahnke, Deutsche Post, Germany**

- 11.00 Quality in Tourism**  
*Dániel Makay, HOTREC Brussels, Belgium*
- 11.20 The Keys to Success: Simplicity and Efficiency - Quality Management Methods & Tools in Tourism**  
*Tamás Mezey, Danubius Hotels Co., Hungary*
- 11.40 Quality in Double Service Models: Being a Service Provider of Tourism Services**  
*Franziska Buser, Business Development & Quality Management, Switzerland Travel Centre, Switzerland*
- 12.00 Quality in Tourism Through Cultural History Sharing: The Palawan, Philippine Model**  
*Oscar L. Evangelista, Palawan State University, Philippines*
- 12.20 Panel Discussion with the Lecturers**
- 12.30 Lunch**

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**CONCURRENT SESSIONS**  
**KEMPINSKI HOTEL CORVINUS**


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**Wednesday 8:30 – 12:30**  
**Erzsébet tér 7-8, Budapest V.**


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**REGINA BALLROOM II.**


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**Wednesday 8:30 – 10:30**


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**STANDARDIZATION AND THE NEW ISO 9004**
**Session Chair:** *Kari Jussila, BIT Research Center, Aalto University of Science, Finland*
**8.30 Standardization and Integrated Management Systems - Business-Practitioners' Viewpoints**
*Juhani Anttila, Venture Knowledge, Finland*
*Kari Jussila, BIT Research Center, Aalto University School of Science and Technology, Finland*
**9.00 An Innovative Self-Assessment Method Helps Organizations to Keep their Focus on the Implementation of Improvement Actions**
*Efstratios Petrellis, MEN Mikro Elektronik GmbH, Germany*
*Nikolaos Raptakis, Innosys GmbH, Germany*
*Herbert Schnauber, Ruhr-University Bochum, Germany*
**9.25 Standardization of Management Systems for Nanotechnologies**
*Vilya Versan and Vladimir Galeev, Russian Research Institute for Certification, Russia*
**9.50 Six Sigma Becoming a Standard: The New ISO 9004**
*Ezgi Avci, Turkish Standards Institution, Personnel and System Certification Department, Turkey*
**10.15 Panel Discussion with the Lecturers**
**10.30 Coffee Break**


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**REGINA BALLROOM II.**


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**Wednesday 11:00 – 12:30**


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**SIX SIGMA AND LEAN MANAGEMENT**
**Session Chair:** *Charles Aubrey, Anderson Pharmaceutical Packaging an AmeriSource Bergen Company, USA*
**11.00 Six Sigma as a Change Agent in Quality Management**
*Thong Ngee Goh, National University of Singapore*
**11.20 Integrating Six Sigma and Lean for Better Results**
*Lars Sörqvist, Sandholm Associates and Royal Institute of Technology, Stockholm, Sweden*
**11.40 Critical Success Factors of Lean and Six Sigma Projects: Differences and Commonalities**
*Balázs Németh, Kvalikon Consulting, Hungary*
**12.00 Key Success Factors for Six Sigma Implementation – Green Belt Perspectives**
*Rachavarn Kanjanapanyakom, Industrial Engineering, Kasetsart University, Thailand*
**12.20 Panel Discussion with the Lecturers**
**12.30 Lunch**

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**CONCURRENT SESSIONS**  
**KEMPINSKI HOTEL CORVINUS**


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**Wednesday 8:30 – 12:30**  
**Erzsébet tér 7-8, Budapest V.**


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**REGINA BALLROOM III.**


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**Wednesday 8:30 – 10:30**


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**FUTURE OF QUALITY AND RISK MANAGEMENT**

**Session Chair: Gregory H. Watson, Acting Chairman and President of the International Academy for Quality, Finland**

- 8.30 Futuring – Anticipating the Future of Quality**  
*Paul Borawski, American Society for Quality, USA*
- 9.00 The Future of Risk Management**  
*Olav F. Finsnes, Norwegian Society for Quality and Risk Management, Norway*
- 9.25 ISO 9004 and Risk Management – New Approaches of Sustainable Development**  
*Liliana Nitu, Romanian Association for Quality, Romania*
- 9.50 A Systematic Approach for Corporate Risk Management**  
*Zoltán Karászi, TÜV Rheinland InterCert Ltd, Hungary*
- 10.15 Panel Discussion with the Lecturers**
- 10.30 Coffee Break**

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**REGINA BALLROOM III.**


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**Wednesday 11:00 – 12:30**


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**QUALITY IN PHARMA INDUSTRY**

**Session Chair: Vilmos Berényi, WIL-ZONE Consulting Office, Hungary**

- 11.00 Risk Management in the Pharma Industry**  
*Magdolna Morvai, Teva Pharmaceutical Works Private Limited Company, Hungary*
- 11.20 How Pharmaceutical Companies Leverage Quality and Quality Certifications to Achieve Competitive Advantage**  
*Eize de Boer, SGS, Systems & Services Certifications, Switzerland*
- 11.40 Pharma Industry: Quality Assurance or Quality Management**  
*Júlia Sipos, Institute of Isotopes Co. Ltd, Hungary*
- 12.00 Integrated Management System in Pharmaceutical Industry: The New Approach in Capital Project Management**  
*Valentina Marinkovic, Ljiljana Tasic and Vidosav Majstorovic, University of Belgrade, Serbia*
- 12.20 Panel Discussion with the Lecturers**
- 12.30 Lunch**

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**CONCURRENT SESSIONS**  
**KEMPINSKI HOTEL CORVINUS**


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**Wednesday 8:30 – 12:30**  
**Erzsébet tér 7-8, Budapest V.**


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**SALON CORVINUS**


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**Wednesday 8:30 – 10:30**


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**PEOPLE INVOLVEMENT AND MOTIVATION I.**
**Session Chair:** *Miflora M. Gatchalian, Quality Partners Co. Ltd., the Philippines*

- 8.30 People Involvement and Workplace Cooperation for Quality: The Case of Universal Robina Corporation, Philippines**  
*Jose C. Gatchalian, Quality Partners Company Ltd, Philippines*
- 9.00 Involvement of People – Motivation Versus Manipulation**  
*Olga Stajdohar-Paden, Croatian Society for Quality, Croatia*
- 9.25 Creating Organizational Capabilities to Improve the Quality of Management AND the Management of Quality with the People CMM**  
*Yan Bello Méndez, SpaceMinds, Spain*
- 9.50 The Culture of Quality**  
*Magdolna Csath, Kodolányi János University of Applied Science, Hungary*
- 10.15 Panel Discussion with the Lecturers**
- 10.30 Coffee Break**

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**SALON CORVINUS**


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**Wednesday 11:00 – 12:30**


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**PEOPLE INVOLVEMENT AND MOTIVATION II.**
**Session Chair:** *Jose C. Gatchalian, Quality Partners Company Ltd, Philippines*

- 11.00 Presumption of Responsibility**  
*Vadim Lapidus, Priority Consulting Center, Russia*
- 11.20 Studies on Quality Specification of Care Service for the Vulnerable Elderly and Disabled**  
*Xiaofen Tang, Shanghai Association for Quality, China*
- 11.40 The Quality of the Human Resources – New Aspects of Quality in the 21st Century**  
*György Szügyi, Euromenedzser Consulting and Education Center, Hungary*
- 12.00 Managing Quality in Learning Networks**  
*Anni Koubek, Quality Austria, Austria*
- 12.20 Panel Discussion with the Lecturers**
- 12.30 Lunch**

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**CONCURRENT SESSIONS**  
**KEMPINSKI HOTEL CORVINUS**


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**Wednesday 8:30 – 12:30**  
**Erzsébet tér 7-8, Budapest V.**


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**SALON REGIOMONTANUS**


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**Wednesday 8:30 – 10:30**


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**QUALITY IN THE AUTOMOTIVE INDUSTRY**
**Session Chair: Balázs Németh, Kvalikon Consulting, Hungary**

- 8.30 What Happened to Toyota?**  
*Robert E. Cole, Doshisha Business School, Kyoto, Japan and University of California, Berkeley, USA*
- 9.20 Quo Vadis Automotive Industry?**  
*Jan Hnatek, Czech Society for Quality, Czech Republic*
- 9.00 „KAMAZ”: Client Interests are First of All**  
*Aleksander Abramenko, OJSC „KAMAZ”, Russia*
- 10.00 Multivariate Methods for Process/Product Development and Monitoring**  
*László Heinold, AIB-Vincotte Hungary Ltd, Hungary*  
*Brad Swarbrick, Camo Software AS, Norway*
- 10.20 Panel Discussion with the Lecturers**
- 10.30 Coffee Break**

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**SALON REGIOMONTANUS**


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**Wednesday 11:00 – 12:30**


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**QM in Transition and Emerging Economies**
**Session Chair: Marcos Bertin, Bertin Quality Consulting, Argentina**

- 11.00 Improvement of the European Competitiveness by Development of Movement for Excellence and Quality in Countries with Transition Economies**  
*Petro Kalyta, Ukrainian Association for Quality, Ukraine*
- 11.20 Developing Advanced Quality Management System in Emerging Economy**  
*Edmond Hajziri, University of Business and Technology and Quality of Kosova, Republic of Kosova*
- 11.40 Service Quality of the Moroccan Telecom Operators**  
*Walid Zaramdini and Ahd Rankou, Al Akhawayn University, School of Business Administration, Morocco*
- 12.00 Quality Way: the Perfect Way to Survive and Grow**  
*Mohammad Farshad Kavehpishedi, ATEC Consultant Engineers, Iran*
- 12.20 Panel Discussion with the Lecturers**
- 12.30 Lunch**

**CLOSING PLENARY SESSION**

**Wednesday 13:30 – 17:00**

**Session Chair:** *Pál Molnár, President of the Hungarian National Committee for EOQ and Professor at the University Szeged, Congress Chairman, Hungary*

**13.30 A Journey to Excellence in Two Organizations**

*E. David Spong, ASQ Board Chair and President (Ret.) Boeing Aerospace Support, Palos Verdes, CA, USA*

**14.00 Innovation of Quality – Quality of Innovation**

**The Way how KNORR does it**

*István Lepsényi, Director General, Knorr Bremse Hungary Ltd., Hungary*

**14.30 The Golden Triangle of Management: Competitiveness, Profitability and Sustainability.  
How can International Standards Help?**

*Alan Bryden, Immediate Past Secretary General of International Organization for Standardization, France*

**15.00 Breakthrough Management in India**

*Shoji Shiba, Professor Emeritus of the Tsukuba University, Japan*

**16.00 Closing Remarks by the Congress Chairman**

**Recognitions and Awards**

**16.45 Invitation to the 56<sup>th</sup> EOQ Congress by the Representative of the German Society for Quality**

**17.30 WAQ Meeting (Agenda will be distributed later)**

**KEMPINSKI HOTEL CORVINUS**  
**MAIN ENTRANCE**

**Erzsébet tér 7-8, Budapest V.**

## Factory Visits

**Thursday 8:00 – 13:00**

**DREHER Brewery Company, Budapest**

[www.dreher.hu](http://www.dreher.hu)

**GRUNDFOS Hungary Production, Tatabánya**

[www.grundfos.hu](http://www.grundfos.hu)

**Herend Porcelain Manufactory, Herend**

[www.herend.com](http://www.herend.com)

**SPAR Hungary Trade Company, Budapest**

[www.spar.hu](http://www.spar.hu)

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## GALA DINNER

**TUESDAY June 21, 2011, 18:00 – 23:00**

### Lazar Equestrian Park

The equestrian park, established near Gödöllő, is located about 35 km from Budapest and features the world champion carriage-riding Lazar brothers. Guests can take a walk in the Hungarian village yard and become familiar with ancient Hungarian domestic livestock breeds grey cattle, long-woolen sheep, mangalica pig, and the puli dog. The dinner program features an equestrian show with folk and gypsy music.