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# 55<sup>th</sup> EOQ Congress as World Quality Congress

*“Navigating Global Quality in a New Era”*

## Programme



Organised by



June 20-23, 2011 • Budapest, Hungary



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## Welcome to the 55<sup>th</sup> EOQ Congress

### Ladies and Gentlemen, Distinguished Guests!

On behalf of the Hungarian National Committee for EOQ as Organiser of the 55<sup>th</sup> EOQ Congress please accept my hearty welcome to Budapest. On this occasion it is a particular pleasure and privilege for me to greet you here, in the Capital of Hungary, taking into account that Budapest, after 1978 and 2000, hosts the EOQ Congress the 3<sup>rd</sup> time now. The Hungarian National Committee for EOQ is proud to have this excellent occasion to summon the quality gurus and experts not only from Europe, but from all over the world, because this event is designated as a Triennial World Quality Congress, which only occurs in Europe every nine years. It gives a special impetus to our Congress that it is an official event in the framework of the Hungarian Presidency of the European Union.

The 55<sup>th</sup> EOQ Congress is designated to point out the particular importance of quality after the world financial and economic crisis. Only quality, either in the business or in the society, can assure the recovery from the crises, only the quality approach can improve the competitiveness of the companies, of their products and services.

Having in mind the above mentioned aspects, the programme of the Congress gives an accentuated importance to analyse the relationship of the quality and innovation, the quality of management and the management of quality, quality of education and education of quality, future of quality and risk management. There are also other current issues on the agenda, for example the social responsibility and the sustainable development, the quality issues of the agrifood sector, the healthcare, the pharmaceutical and automotive industry, the public administration, the service sector and others.

In addition to the special focuses there are, of course, the usual areas of debate within the quality world delivered by a large number of leading top managers and quality experts. I encourage you to take part in all the parallel sessions that grab your attention. If any of the topics covered in the three days are of particular interest, there is a chance to carry on the discussion with the lecturers during the sessions.

Dear Guests, I am convinced that the 55<sup>th</sup> EOQ Congress may provide an invaluable input for all participants 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. Hosted by Germany, the 56<sup>th</sup> EOQ Congress will continue to develop this quality-oriented approach in Europe and in the world.

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 programmes, trying to make your stay here pleasant and interesting.

Ladies and Gentlemen, I wish you successful participation in the Congress and a wonderful stay in Budapest and in Hungary.

**Prof. Dr. Pál Molnár**  
*Congress Chairman*

## Congress Information

### **Programme Organiser: Hungarian National Committee for EOQ**

Congress Chairman: Prof. Dr. Pál Molnár  
P. O. Box 21  
H-1530 Budapest, HUNGARY  
Phone: +361 212 8803; Fax: +361 212 7638  
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

### **Congress Dates**

Pre-Congress events: 20 June, 2011  
55<sup>th</sup> EOQ Congress: 21-22 June, 2011  
Factory Visits: 23 June, 2011

### **Official Congress Language**

English

Interpretation into Hungarian and Russian will be provided at **Opening and Closing Sessions** as well as at the following pre-congress and congress sessions:

- New Quality and Safety Developments on the Agrifood Area
- Quality in Health Care
- Quality in Public Administration
- Quality for Manufacturing I-II.
- Quality in Automotive Industry
- QM in Transition and Emerging Economies

### **Programme Changes**

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

## Registration

Registration desk will be located on the first floor of Hotel Kempinski (Congress Venue).

### **Opening Hours of the Registration Desk**

19 June, 2011	17.00 – 19.00
20 June, 2011	07.00 – 20.00
21 June, 2011	07.00 – 18.00
22 June, 2011	07.00 – 18.00

### Registration fees (on site)

Pre-Congress and Congress	1000 EUR
Pre-Congress	300 EUR
Congress	900 EUR
Accompanying person	250 EUR
Factory visit	100 EUR
Ticket for Gala Dinner	70 EUR

*Above fees include 25%VAT.*

### Pre-Congress + Congress registration fee includes

- Attendance to all Congress Sessions and to all Pre-Congress Events
- Congress Bag
- Pre-Congress and Congress Proceedings on CD
- Lunches and Coffee Breaks on 20, 21, 22 June
- Welcome Reception on 20 June
- Gala Dinner on 21 June

### Pre-Congress registration fee includes

- Attendance to all Pre-Congress Events
- Congress Bag
- Pre-Congress Proceedings on CD
- Lunch on 20 June
- Coffee Breaks on 20 June

### Congress registration fee includes

- Attendance to all Congress Sessions
- Congress Bag
- Congress Proceedings on CD
- Lunches and Coffee Breaks on 21, 22 June
- Welcome Reception on 20 June
- Gala Dinner on 21 June

### Factory Visit fee includes

- Coffee, Beverages and Lunch on 23 June

### Accompanying persons registration fee includes

- Welcome Reception on 20 June
- Gala Dinner on 21 June
- 3 Budapest Tours (Sightseeing, Art-Tour and Jewish Sights Tour)
- Lunches and Coffee Breaks on 20, 21, 22 June

### Cancellation policy of registration

No refund in case of cancellation received after 6 June, 2011. All cancellations and changes must be sent to the Congressline Ltd. (golob@congressline.hu) in written form. All refunds will be processed after the 55<sup>th</sup> EOQ Congress. Please send your exact bank account details in the written cancellation.

## Pre-Congress Venues

### Ministry of Rural Development, Conference Room

**Address:** H-1055 Budapest, Kossuth Lajos tér 11.

**Session 1.1-4.:** New Quality and Safety Regulations and Developments on the Agrifood Area

**By public transport:** directly at Metro Line 2 station Kossuth tér. From Hotel Kempinski take Metro Line 2 – one metro station to Déli pályaudvar direction, or take Tram 2 at Vigado square (by walk only 4 minutes on the Danube bank, to Jaszai Mari Square direction. If you would like to walk, it is appr. 20 minutes walk from Kempinski to Kossuth tér.)

### Hotel Kempinski

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

**All other sessions**

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

### Hotel Kempinski

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

### How to get to the Congress Venue and to the Hotels?

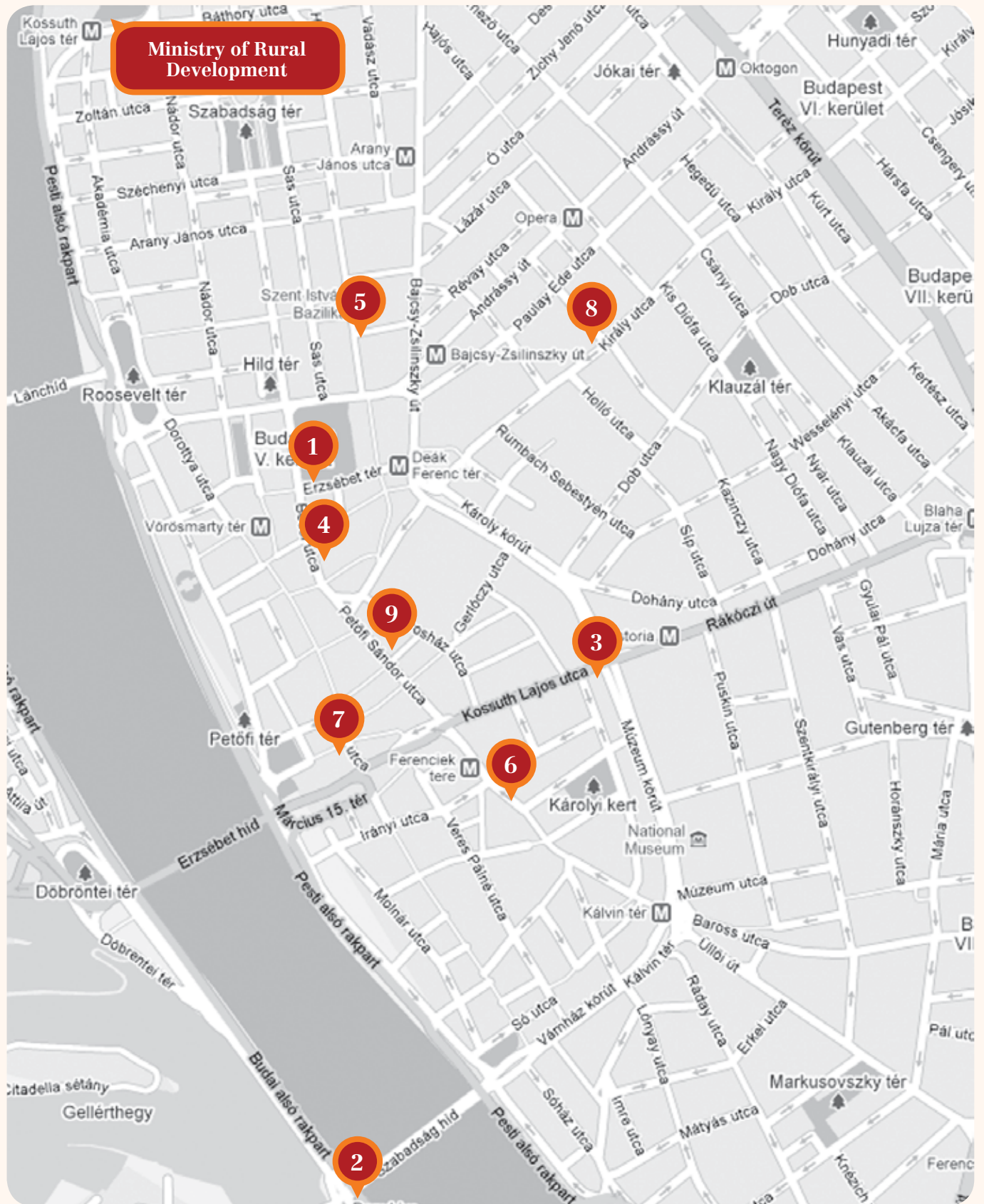
All sessions of the 55<sup>th</sup> EOQ Congress will take place in the Hotel Kempinski (H-1051 Budapest, Erzsébet tér 7-8.). To reach the Congress Venue there are several means of transportation:

- Metro station: “Deák Ferenc tér” junction (M1 – yellow line, M2 – red line, M3 – blue line),
- Airport Minibus System: +36 1 296 8555; [www.airportshuttle.hu](http://www.airportshuttle.hu) (Fixed rate: 2990 HUF / 12 EUR one-way from the airport to the Hotel Kempinski or to the hotels),
- EOQ Congress Official Taxi Company: City Taxi +36 1 211 1111 (Rate: 4800-5300 HUF / 15-20 EUR),
- Airport Express Bus (REA): runs every half hour (0.00 and 0.30) from 5.00 AM to midnight, „Erzsébet tér” stop direct at Hotel Kempinski. (Rate: 1400 HUF / 5 EUR)

## Official Congress Hotels

- |   |  |
|---|--|
| 1 | Hotel Kempinski (H-1051 Budapest, Erzsébet tér 7-8.)                     |
| 2 | Danubius Hotel Gellért (H-1111 Budapest, Szent Gellért tér 1.)           |
| 3 | Danubius Hotel Astoria (H-1053 Budapest, Kossuth Lajos utca 19-21.)      |
| 4 | Mercure City Center (H-1052 Budapest, Váci u. 20.)                       |
| 5 | Hotel Central Basilica (H-1051 Budapest, Hercegprímás utca 8.)           |
| 6 | Hotel Erzsébet City Center (H-1053 Budapest, Károlyi Mihály utca 11-15.) |
| 7 | La Prima Fashion Hotel (H-1052 Budapest, Pesti Barnabás u. 6.)           |
| 8 | Alfa Hotel Fiesta (H-1061 Budapest, Király u. 20.)                       |
| 9 | City Hotel Pilvax (H-1052 Budapest, Pilvax köz 1-3.)                     |

## Map



## Social Programmes

### Welcome Reception

20 June, 2011, from 20.00-22.00  
Hotel Kempinski, Budapest

During the welcome reception, light snacks and drinks will be served. This opportunity will be excellent for participants and partners mixing and meeting friends. The participation is included in the registration fee.

### Gala Dinner

21 June, 2011, 19.00-23.00  
Lázár Equestrian Park, Domony Valley  
*Departure: 18.00 from Hotel Kempinski*

The evening excursion will take us to the picturesque Domony Valley, which is developing agricultural and entertaining site app. 35 km from Budapest, in the immediate neighbourhood of Gödöllő, an area of environmental protection. The valley is something “waiting to be discovered”. The nine hectares beautifully maintained farm of the 12 times horse coach driving World Champion Lázár brothers is famous of its cared for land, the horses, the best of Hungarian dishes and wines complemented by excellent Hungarian hospitality to the sound of music in a great atmosphere. One popular part of the farm is the farmyard with samples of traditional Hungarian farm animals such as the long-wooled racka sheep and the puli, the corded coated Hungarian sheepdog. Horse show, coach trip through the woods as well as visit the Lázár Equestrian Park are all included in the registration fee.

## Factory Visits

### Dreher Breweries Ltd. - Budapest

*Price: 100 Euro/person*

**Thursday, 23 June, 2011, 08.00-14.00**

Dreher Breweries is one of the dominant players in the Hungarian beer market. The activities and administration of Dreher Breweries are characterized by the commitment to quality and environmental protection, also the key principles of transparency, fair market competition, and social responsibility, making it worthy of the name of the Hungarian brewing industry's founder.

During the factory visit light meal and refreshment will be served and at the end participants have lunch. Transportation by bus.

*Departure: at 08.00 from Hotel Kempinski*

### Grundfos Manufacturing Hungary Ltd. - Tatabánya

*Price: 100 Euro/person*

**Thursday, 23 June, 2011, 08.00-14.00**

Grundfos is one of the world's leading pump manufacturers, which since its founding in 1945, the main concern of the world to successfully develop, manufacture and sell high quality pumps, pump systems, thereby contributing to a higher standard of living and a healthier environment.

The Danish company's products sales began in 1970 in Hungary. As part of its long-term strategy Grundfos launched the production of Grundfos Hungary Manufacturing Ltd.'s first factory in Hungary, in Tatabánya in 2000.

During the factory visit refreshment and lunch will be served. Transportation by bus.

*Departure: at 08.00 from Hotel Kempinski*

## Useful Information

### Climate

The climate of Budapest is continental. In June usually warm weather can be expected with a temperature of 25-30 °C, while the lowest temperature during the night ranging between 15-20 °C. Nevertheless some rainy days can be expected.

### Currency

The Forint (HUF), the official national currency, is convertible. The exchange rates applied in Budapest banks, official exchange offices and hotels may vary. All the major credit cards are accepted in Hungary in places displaying the emblem at the entrance.

**Exchange rate: 1 Euro = 265 HUF in May, 2011**

### Credit Cards

In general, VISA, EC/MC and American Express credit cards are accepted in most restaurants, cafés, shops and petrol stations.

### Stores and Shopping

The opening hours of Budapest stores are generally 10.00-18.00 on weekdays and 10.00-13.00 on Saturday. The shopping centres are open from 10.00-21.00 from Monday to Saturday and from 10.00-18.00 on Sunday.

### Recommended Taxi Company

To reach the Hotels or the Congress Venue and to avoid any inconvenience, please use our official taxi company: City Taxi: +36 1 211 1111, [www.citytaxi.hu](http://www.citytaxi.hu).

### Parking

If you drive a personal or rented car, always try to park at a guarded parking lot and do not leave any valuables in the car. Please note, that Budapest is divided into paying areas, with one parking meter in each street. The maximum parking time duration is 2 hours, tariffs may vary.

### Internet

Free of charge internet access is available during the conference opening hours on the first floor of Hotel Kempinski, near the registration area. Hotel Kempinski provide free WiFi internet access in the Congress Venue.

## Optional Tours

### **Budapest Sightseeing Tour**

**Monday, 20 June, 2011, 12.00-16.00**

*Price: 25 Euro/person (minimum number of participants: 15 persons)*

The 4-hour long sightseeing tour shows the most attractive features of the capital. The participants can take the opportunity also to visit the impressive building of the House of Parliament where the Coronation Regalia can be seen or the Hungarian State Opera House.

Transportation by bus, English-speaking guide, refreshment and all entrance fees are included.

*Departure: at 12.00 from the Congress Venue (Included in the accompanying persons' fee)*

### **Budapest Art Tour**

**Tuesday, 21 June, 2011, 10.00-13.00**

*Price: 30 Euro/person (minimum number of participants: 15 persons)*

A half-day visit to the Hungarian National Gallery and the Museum of Fine Arts (Gallery of Old Masters: Spanish Collection, Renaissance and Venetian). Transportation by bus, English-speaking guide, entrance fees and refreshments are included.

*Departure: at 10.00 from the Congress Venue (Included in the accompanying persons' fee)*

### **The Jewish Sights of Budapest**

**Wednesday, 22 June, 2011, 10.00-14.00**

*Price: 30 Euro/person (minimum number of participants: 15 persons)*

A four-hour long walking tour in the world's second largest Synagogue and its surroundings including an inside visit of the Synagogue complex (Jewish Museum, ghetto and World War II area history). The Synagogue and the nearby Jewish Quarter have a very rich history. By the end of the 18th century the Jewish people were allowed to leave the Buda side of the city and they create this area known as the Jewish quarter of Budapest on the Pest side.

English-speaking guide, entrance fees and refreshment included.

*Departure: at 10.00 from the Congress Venue (Included in the accompanying persons' fee)*

### **Evening Danube Cruise**

**Wednesday, 22 June, 2011, 20.00-22.30**

*Price: 55 Euro/person (minimum number of participants: 35 persons)*

During an evening sightseeing tour on the River Danube welcome-drink and a light dinner will be served on the boat. During the dinner a Hungarian jazz band plays evergreens. The boat is cruising from Margaret Bridge to the National Theatre and the Palace of Arts, and you can enjoy the fascinating sight of the illuminated Budapest.

*Departure: at 20.00 from Vigadó Square (downtown-port)*

### **Cancellation Policy of the Optional Tours**

**No refund** in case of cancellation received after 1 June, 2011.

**All refunds** will be processed after the EOQ 2011 Congress.

## Sponsors

### National Main Sponsors



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*www.nih.gov.hu*



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*www.grundfos.hu*

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*www.uni-obuda.hu*



GS1 Hungary Non-Profit Co.  
*www.gs1hu.org*



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*www.sgs.com*

### 10 Bronze Sponsors

## Programme

Ministry of Rural Development – Conference Room

Monday 10:00 – 18:00

1.1-4. NEW QUALITY AND SAFETY REGULATIONS AND DEVELOPMENTS ON THE AGRIFOOD AREA



HUN

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

- |       |   |
|-------|---|
| 10.00 | <b>Opening by Zsolt Horváth, Deputy State Secretary of the Ministry of Rural Development, Hungary</b>   |
| 10.10 | <b>Agricultural Product Quality Schemes in the European Union</b><br><i>Francis Fay, European Commission, DG Agriculture, Agricultural Product Quality Policy, Belgium</i>  |
| 10.30 | <b>Food Safety Challenges in the 21<sup>st</sup> Century</b><br><i>Tamás Németh, Hungarian Academy of Sciences, Hungary</i>   |
| 11.00 | <b>Panel Discussion with the Lecturers</b>  |
| 11.10 | <b>Coffee Break</b>   |
| 11.35 | <b>Improving the European Innovation Climate in Food Processing Research and Development</b><br><i>Dietrich Knorr, Technical University Berlin, Germany</i>   |
| 12.00 | <b>Agricultural and Food Innovation and Quality Development – Perspectives for Food Research in FP7</b><br><i>Dirk Pottier, European Commission, DG Research, Belgium</i>   |
| 12.25 | <b>Innovation in the Food Sector through Effective Knowledge Transfer to SME's: Approach and Experiences of the TRUEFOOD FP6 Project</b><br><i>András Sebők and Adrienn Hegyi, Campden BRI Hungary Ltd., Hungary</i>      |
| 12.50 | <b>Panel Discussion with the Lecturers</b>  |
| 13.00 | <b>Lunch</b>  |
| 14.00 | <b>The Role of Quality Assurance Systems in the Hungarian Food Industry</b><br><i>József Popp and Anikó Juhász, Research Institute for Agricultural Economics, Hungary</i>  |
| 14.20 | <b>Food Safety, Quality, and Legality: Stakeholders with Increasing Impact on Food Producers</b><br><i>Hans Buser, Federation of the Swiss Food Industries, Switzerland</i>   |
| 14.40 | <b>Six Sigma in Food Production – Challenges for “Bio” Process Optimization</b><br><i>Detert Brinkmann, Thorsten Klauke, Rolf Ibalde and Brigitte Petersen, University of Bonn, Institute for Animal Science, Germany</i> |
| 15.00 | <b>Integrated Use of Global Standards to Establish an Effective Traceability System for Food Products</b><br><i>Balázs Fekete, GS1 Hungary Non-Profit CPLC, Hungary</i>   |
| 15.20 | <b>Multi-dimension Possibilities for Traceability in the Food Chain</b><br><i>József Surányi, Budapest Corvinus University, Hungary</i><br><i>Zoltán Erdős, Qualiment Ltd, Hungary</i>                                    |
| 15.40 | <b>Panel Discussion with the Lecturers</b>  |
| 15.50 | <b>Coffee Break</b>   |
| 16.20 | <b>Sensory Quality Measurement: The Case of Red Ribbon Bakeshop, Inc.</b><br><i>Miflora M. Gatchalian, Quality Partners Co. Ltd., Philippines</i><br><i>Marife Cruz, Red Ribbon Bakeshop, Inc., Philippines</i>           |
| 16.40 | <b>Quality and Innovation Through Sensory Excellence</b><br><i>Eija Piispa, Bunge Europe Innovation Centre, Hungary</i>   |
| 17.00 | <b>Determinants of Individual Share of Meat and Importance of the Consumption Awareness</b><br><i>Gaber Shehata and Souzan Ibrahim El-Sharbatly, Agricultural Economics, Alexandria University, Egypt</i>                 |
| 17.20 | <b>QUARISMA – Quality and Risk Management in Meat Producing Chains</b><br><i>Juliane Lang, Detert Brinkmann and Brigitte Petersen, University of Bonn, Institute for Animal Science, Germany</i>                          |
| 17.40 | <b>Panel Discussion with the Lecturers</b>  |
| 17.50 | <b>Closing Remarks by the Seminar Chair</b>   |

20.00-22.00 Welcome Reception in Hotel Kempinski

Hotel Kempinski – Regina Ballroom I.

Monday 10:00 – 18:15

2.1-4. QUALITY IN HEALTHCARE



HUN

**Seminar Chair:** *Sister Mary Jean Ryan, SSM Health Care, USA*

10.00 **Calling Forth the Spirit of Leadership: Pathway to Organizational Transformation**  
*Sister Mary Jean Ryan, SSM Health Care, USA*

10.25 **High Performance Healthcare: Achieving and Sustaining Performance Excellence**  
*Paula Friedman, SSM Health Care, USA*

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**

11.30 **Coffee Break**

**Session Chair:** *Paula Friedman, SSM Health Care, USA*

12.00 **Quality Improvement and Patient Safety Strategy Development in the Hungarian Healthcare System**  
*Krisztina Török, Institute for Quality Development in Healthcare and for Hospital Technique, Hungary*

12.25 **On the Way to Excellence**  
*Tamás Kállai, B. Braun Avitum Hungary CPLC, Hungary*

12.50 **Process Improvement in Healthcare**  
*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 **Healthcare as a Socio-technology**  
*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 Healthcare QMS and its Implementation as a Socio-technology – QMS-H Model**  
*Masahiko Munechika, Waseda University, Japan*

15.45 **Panel Discussion with the Lecturers**

16.00 **Coffee Break**

**Session Chair:** *Grace Brannan, Ohio University, College of Osteopathic Medicine, USA*

16.30 **Quality in Healthcare: 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, USA*

16.55 **A Study on the Structure of Educational Content for Healthcare Quality and Safety**  
*Chisato Kajihara, Masahiko Munechika, Masataka Sano and Haizhe Jin, Waseda University, Japan*

17.20 **A Decade of Quality Journey in the Healthcare 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**

20.00-22.00 Welcome Reception in Hotel Kempinski

Hotel Kempinski – Regina Ballroom II.

Monday 10:00 – 16:00

## 3.1-3. QUALITY IN PUBLIC ADMINISTRATION



HUN

*Seminar 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 in Germany***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 Björinge and Johan Gammelgard, Quality Cities and City of Umea, Sweden***12.10 The first Government Programs for QSM Certification in the Social Sector of Russia***Maria Koroleva, Russian Certification Technologies Ltd., Russia***12.35 Implementation of Quality Monitoring Systems for Delivery of Public Service 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****20.00-22.00 Welcome Reception in Hotel Kempinski**

**Hotel Kempinski – Salon Corvinus** **Monday 10:00 – 17:00**

**4.1-4. PRE-CONGRESS WORKSHOP 1**

- 10.00** **Quality Assurance in the Pharmaceutical Industry**  
*Charles Aubrey, Anderson Pharma Packaging, Inc. an AmerisourceBergen Company, USA*

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- 11.30** **Coffee Break**

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- 13.15** **Lunch**

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- 15.30** **Coffee Break**

**Hotel Kempinski – Salon Bandini** **Monday 10:00 – 13:00**

**5.1-2. PRE-CONGRESS WORKSHOP 2a**

- 10.00** **Statistical Thinking Development for a Proactive Quality Assurance**  
*Miflora M. Gatchalian and May Lynn G. Miranda, Quality Partners Company, Ltd., Philippines*

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- 11.30** **Coffee Break**

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- 13.00** **Lunch**

**Hotel Kempinski – Salon Bandini** **Monday 14:00 – 17:00**

**6.1-2. PRE-CONGRESS WORKSHOP 2b**

- 14.00** **Workplace Cooperation – An Approach to Productivity & Quality**  
*Jose C. Gatchalian, Workplace Cooperation (WPC), Philippines*  
*May Ann G. Kuik, Quality Partners Company, Ltd., The Netherlands*

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- 15.30** **Coffee Break**

**Hotel Kempinski – Salon Marzio** **Monday 10:00 – 13:00**

**7.1-2. PRE-CONGRESS WORKSHOP 3a**

- 10.00** **Surviving and Competiting 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*

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- 11.30** **Coffee Break**

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- 13:00** **Lunch**

**Hotel Kempinski – Salon Marzio** **Monday 14:00 – 15:30**

**7.3. PRE-CONGRESS WORKSHOP 3b**

- 14.00** **How to Run a Kick-Off Meeting for a Global Team?**  
*Margery Mayer, Global Operations Experts, USA*

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- 15.30** **Coffee Break**

**20.00-22.00 Welcome Reception in Hotel Kempinski**

Hotel Kempinski – Regina Ballroom

Tuesday 09:00 – 10:30

## 8.1. OPENING CEREMONY



09.00 Opening Ceremony

HUN RUS

**Greetings and Opening***Viktor Seitschek, President, European Organization for Quality (EOQ)***Greetings by the Representatives of International and National Organizations***Gregory H. Watson, Acting Chairman and President, International Academy for Quality (IAQ)**E. David Spong, Board Chair, American Society for Quality (ASQ)**Hitoshi Kamikubo, Associate Director, Union of Japanese Scientists and Engineers (JUSE)***Cultural Program***Miklós Szenthelyi, Violin – Judit Faludi, Cello**Händel: Passacaglia**Beethoven: Duo for violin and cello**Saint-Saëns: The Swan**Bach: Chaconne**Paganini: Carneval of Venice***National Plan for Europe 2020 Strategy***Zoltán Cséfalvay, Minister of State for Economic Strategy, Ministry for National Economy, Hungary***European Quality Policy***Zacharias Bilalis, European Commission, DG Enterprise and Industry, Brussels, Belgium***Introduction to Chinese Certification and Accreditation System***Che Wenyi, Deputy Chief Administrator, Certification and Accreditation of China (CNCA), China*

10.30 Coffee Break

Hotel Kempinski – Regina Ballroom

Tuesday 11:00 – 12:30

## 8.2. OPENING PLENARY SESSION

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

HUN RUS

11.00 **Returning to our Roots: The Fundamentals of Managing for Quality***Gregory H. Watson, Acting Chairman and President, International Academy for Quality (IAQ), Finland*11.30 **Cultural Transformation: Providing the Leading Edge in Navigating Global Quality***Charles Aubrey, Vice President for Quality and Performance Excellence, Anderson Pharma Packaging, Inc. an AmerisourceBergen Company, USA*12.00 **Innovation and Quality***Gábor Szabó, President, Hungarian Innovation Association and Rector, University Szeged, Hungary*

12:30 Lunch

Hotel Kempinski – Salon Bandini/Marzio		Tuesday 13:30 – 15:00
9.1.	<b>EDUCATION OF QUALITY – QUALITY OF EDUCATION I.</b>	
	Co-Organiser: <i>Óbuda University</i>	
	Session Chair: <i>Zoltán Koczor, Óbuda University, Hungary</i>	
13.30	<b>Opening</b>	<i>Zoltán Pokorni, Chairman of the Education Committee of the Hungarian Parliament, Hungary</i>
13.45	<b>The EOQ Personnel Certification and Registration</b>	<i>Eric Janssens, European Organization for Quality (EOQ), Belgium</i> <i>Enrique Marco, EOQ Personnel Registration Unit, Spain</i>
14.15	<b>The EOQ Personnel Certification and Registration – Results and Experiences in Germany</b>	<i>Thomas Votsmeier, German Society for Quality, Germany</i>
14.45	<b>Panel Discussion with the Lecturers</b>	
15.00	<b>Coffee Break</b>	

Hotel Kempinski – Salon Bandini/Marzio		Tuesday 15:30 – 17:30
9.2.	<b>EDUCATION OF QUALITY – QUALITY OF EDUCATION II.</b>	
	Co-Organiser: <i>Óbuda University</i>	
	Session Chair: <i>Eric Janssens, European Organization for Quality (EOQ), Belgium</i>	
15.30	<b>Personnel Certification in a World of Change</b>	<i>Anni Koubek, Quality Austria, Austria</i>
15.55	<b>The Cooperation with Professional Associations – Possibly Future for Personnel Certification</b>	<i>Romana Hofmanova, Czech Society for Quality, Czech Republic</i>
16.20	<b>QUARISMA – Adoption of the QM Qualification “Quality Systems Manager Junior” in Meat Chains</b>	<i>Susanne Lehnert and Pieterneel Luning, Wageningen University, The Netherlands</i>
16.45	<b>Effects of Advanced Terminology in Quality Management – A Survey Investigation from Swedish Organizations</b>	<i>Liv Marcks von Würtemberg, Evelina Ericsson and Lars Sörqvist, Industrial Information and Control Systems, Royal Institute of Technology, Sweden</i>
17.10	<b>Panel Discussion with the Lecturers</b>	

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

Hotel Kempinski – Regina Ballroom I.

Tuesday 13:30 – 15:00

**10.1. INNOVATION AND QUALITY I.***Session Chair: Robert E. Cole, Doshisha Business School, Japan and University of California, USA***13.30 Developing Innovation for Greater Competitiveness and Higher Standards of Living**  
*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 Blubband, ALD Ltd., Israel***14.50 Panel Discussion with the Lecturers****15.00 Coffee Break**

Hotel Kempinski – Regina Ballroom I.

Tuesday 15:30 – 17:30

**10.2. 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 Examples of Technology to 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 Hotel Kempinski**

**Hotel Kempinski – Regina Ballroom II. Tuesday 13:30 – 15:00**

**11.1. REPOSITIONING QUALITY FOR MANUFACTURING I.**  

*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**

**Hotel Kempinski – Regina Ballroom II. Tuesday 15:30 – 17:30**

**11.2. REPOSITIONING QUALITY FOR MANUFACTURING II.**  

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

**15.30 Quality Management: A Cost Factor or a Driver of Competitiveness?**  
*Jürgen Varwig, Christiane Georg and Malte Fiegler, German Society for Quality, Germany*

**15.55 The Role of the Quality Manager – Success Factors and Problems**  
*Sanna Rosendal and Åsa Danielsson, Sandholm Associates, Sweden*

**16.20 Repositioning Quality for Manufactured Products**  
*Éva Hofbauer, RÁBA AXLE Company, Hungary*

**16.45 Management Systems Integration: Should „Quality” be Redefined?**  
*José Pedro Teixeira Domingues, University of Minho and Delphi-Bosch Ferreiros, Portugal*  
*Paulo Sampaio and P. M. Arezes, University of Minho, Portugal*

**17.10 Panel Discussion with the Lecturers**

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

Hotel Kempinski – Regina Ballroom III.

Tuesday 13:30 – 15:00

**12.1. MANAGEMENT OF QUALITY OR QUALITY OF MANAGEMENT I.***Session Chair: Lars Sörqvist, Sandholm Associates and Royal Institute of Technology, Sweden***13.30 Leadership and Management for Quality – LMQ***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**

Hotel Kempinski – Regina Ballroom III.

Tuesday 15:30 – 17:30

**12.2. 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 Associates and Royal Institute of Technology, Sweden***16.00 New Times, New Songs***Yuri P. Adler and Vladimir 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 Lincžényi, 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 Hotel Kempinski**

Hotel Kempinski – Salon Corvinus		Tuesday 13:30 – 15:00
<b>13.1.</b>	<b>MANAGEMENT SYSTEM CERTIFICATION AND THE AUDITS</b>	
	<i>Session Chair: Olav F. Finsnes, Norwegian Society for Quality and Risk Management, Norway</i>	
<b>13.30</b>	<b>Management System Certification - Quo Vadis?</b>	<i>Petr Koten, Czech Society for Quality, Czech National Certification Forum, Czech Republic</i>
<b>13.50</b>	<b>A Quality Management Model for High Performance Organization: Finnish Air Force</b>	<i>Henry Ilpo Antero Sivusuo, Finnish Air Force, Finland</i>
<b>14.10</b>	<b>Audits in the Aerospace Industries - Past, Present, Future</b>	<i>Gideon Roth, Cabiran Ltd., Israel</i>
<b>14.30</b>	<b>Improving Flight Safety Issues in the ASD (Aviation, Space &amp; Defense) Industries</b>	<i>Alois Peter (Lou) Magritzer, Oz-Lean Six Sigma-Partners, Australia</i>
<b>14.50</b>	<b>Panel Discussion with the Lecturers</b>	
<b>15.00</b>	<b>Coffee Break</b>	

Hotel Kempinski – Salon Corvinus		Tuesday 15:30 – 17:30
<b>14.1.</b>	<b>QUALITY DEVELOPMENT AND MEASUREMENT METHODS</b>	
	<i>Session Chair: Miflora M. Gatchalian, Quality Partners Co. Ltd., Philippines</i>	
<b>15.30</b>	<b>Seven Tools for Management of Quality</b>	<i>Hitoshi Kamikubo, Union of Japanese Scientists and Engineers, Japan</i>
<b>15.55</b>	<b>A Study on a Method of Planning Countermeasures by Error-Proofing</b>	<i>Haizhe Jin, Masahiko Munechika, Masataka Sano and Chisato Kajihara, Waseda University, Japan</i>
<b>16.20</b>	<b>Methodology for the Establishment of “Standards” as Socio-technology</b>	<i>Shogo Kato, Yoshinori Iizuka and Satoko Tsuru, University of Tokyo, Japan</i>
<b>16.45</b>	<b>QWEB Specification: New Perspectives from Different Stakeholders</b>	<i>Acacio Costa, Paulo Sampaio and A. C. Braga, University of Minho, Portugal</i>
<b>17.10</b>	<b>Panel Discussion with the Lecturers</b>	

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

## Hotel Kempinski – Salon Regiomontanus

Tuesday 13:30 – 15:00

## 15.1. 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 and Zoltán Budavári, Non-profit Company for Quality Control and Innovation Building, Hungary*

## 14.50 Panel Discussion with the Lecturers

## 15.00 Coffee Break

## Hotel Kempinski – Salon Regiomontanus

Tuesday 15:30 – 17:30

## 15.2. CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT II.

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

## 15.30 The Requirement for Quality in Corporate Governance

*Marcos Bertin, Bertin Quality Consulting, Argentina*  
*Gregori H. Watson, International Academy for Quality (IAQ), 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

*Erzsébet Szegedi, Hungarian National Committee for EOQ, Hungary*

## 16.50 Integration of Sustainability into the Business Processes

*Katarina Gazi-Pavelic, Podravka d.d., Croatia*

## Poster Thermodynamic Limits of Sustainable Development

*Tamás János Szigeti, Wessling Hungary Ltd., Hungary*

## 17.15 Panel Discussion with the Lecturers

18.00 Departure to the Gala Dinner by bus from Hotel Kempinski

**Hotel Kempinski – Salon Bandini/Marzino** **Wednesday 08:30 – 10:30**

**9.3. EDUCATION OF QUALITY – QUALITY OF EDUCATION III.**

*Co-Organiser: Óbuda University*

*Session Chair: Gábor Veress, University of Pannonia, Hungary*

- 08.30 **Quality Culture in Institutes of Higher Education**  
*Avner Halevy and Michal Daloya, University of Haifa, Israel*
- 08.50 **Self Assessment according to EFQM Excellence Model as the Tool for Evaluation of University**  
*Milan Hutya, VŠB-Technical University of Ostrava, Czech Republic*
- 09.10 **Soft Skills for TQM in Higher Education Standards**  
*Everard van Kemenade, Fontys University of Applied Sciences, The Netherlands*
- 09.30 **Integrated Quality Management Training**  
*Albert Balogh, Hungarian National Committee for EOQ, Hungary*
- 09.50 **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**

**Hotel Kempinski – Salon Bandini/Marzino** **Wednesday 11:00 – 12:30**

**16.1. 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., Ukraine*
- 12.20 **Panel Discussion with the Lecturers**
- 12.30 **Lunch**

**Hotel Kempinski – Regina Ballroom I.**

**Wednesday 08:30 – 10:30**

**17.1. STANDARDIZATION AND THE NEW ISO 9004**

*Session Chair: Kari Jussila, BIT Research Center, Aalto University of Science, Finland*

**08.30 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*

**09.00 The SAB – Self-Assessment Method: 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*

**09.25 Standardization of Management Systems for Nanotechnologies**

*Vilya Versan and Vladimir Galeev, Russian Research Institute for Certification, Russia*

**09.50 Six Sigma Becoming a Standard: The New ISO 9004**

*Ezgi Avci, Turkish Standards Institution, Personnel and System Certification Department, Turkey*

**10.10 Panel Discussion with the Lecturers**

**10.30 Coffee Break**

**Hotel Kempinski – Regina Ballroom I.**

**Wednesday 11:00 – 12:30**

**18.1. 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, Singapore*

**11.20 Integrating Six Sigma and Lean for Better Results**

*Lars Sörqvist, Sandholm Associates and Royal Institute of Technology, 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, Kasetsart University, Faculty of Engineering, Thailand*

**12.20 Panel Discussion with the Lecturers**

**12.30 Lunch**

Hotel Kempinski – Regina Ballroom II.		Wednesday 08:30 – 10:30	
<b>19.1. QUALITY IN THE AUTOMOTIVE INDUSTRY</b>		 	
Session Chair: <i>Balázs Németh, Kvalikon Consulting, Hungary</i>			
08.30	<b>What Happened to Toyota?</b> <i>Robert E. Cole, Doshisha Business School, Kyoto, Japan and University of California, USA</i>		
09.20	<b>Quo Vadis Automotive Industry?</b> <i>Jan Hnatek, Czech Society for Quality, Czech Republic</i>		
09.40	<b>“KAMAZ”: Customer Interests are Above All</b> <i>Aleksander Abramenko, OJSC “KAMAZ”, Russia</i>		
10.00	<b>Multivariate Methods for Process/Product Development and Monitoring</b> <i>László Heinold, AIB-Vincotte Hungary Ltd., Hungary</i> <i>Brad Swarbrick, CAMO Software AS, Norway</i>		
10.10	<b>Panel Discussion with the Lecturers</b>		
10.30	<b>Coffee Break</b>		

Hotel Kempinski – Regina Ballroom II.		Wednesday 11:00 – 12:30	
<b>20.1. QM IN TRANSITION AND EMERGING ECONOMIES</b>		 	
Session Chair: <i>Marcos Bertin, Bertin Quality Consulting, Argentina</i>			
11.00	<b>From Quality Management Processes to Integrated Technology of Organization’s Continuous Improvement</b> <i>Petro Kalyta, Ukrainian Association for Quality, Ukraine</i>		
11.20	<b>Developing Advanced Quality Management System in Emerging Economy</b> <i>Edmond Hajrizi, University of Business and Technology and Quality of Kosova, Republic of Kosova</i>		
11.40	<b>Service Quality of the Moroccan Telecom Operators</b> <i>Walid Zaramdini and Ahd Rankou, Al Akhawayn University, School of Business Administration, Morocco</i>		
12.00	<b>Quality Way: The Perfect Way to Survive and Grow</b> <i>Mohammad Farshad Kavehpisheh, ATEC Consultant Engineers, Iran</i>		
12.20	<b>Panel Discussion with the Lecturers</b>		
12.30	<b>Lunch</b>		

**Hotel Kempinski – Regina Ballroom III.**

**Wednesday 08:30 – 10:30**

**21.1. FUTURE OF QUALITY AND RISK MANAGEMENT**

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

**08.30 Anticipating the Future of Quality**  
*Paul Borawski, American Society for Quality, USA*

**09.00 The Future of Risk Management**  
*Olav F. Finsnes, Norwegian Society for Quality and Risk Management, Norway*

**09.25 ISO 9004 and Risk Management – New Approaches of Sustainable Development**  
*Liliana Nitu, Romanian Association for Quality, Romania*

**09.50 A Systematic Approach for Corporate Risk Management**  
*Zoltán Karászi, TÜV Rheinland InterCert Ltd., Hungary*

**10.10 Panel Discussion with the Lecturers**

**10.30 Coffee Break**

**Hotel Kempinski – Regina Ballroom III.**

**Wednesday 11:00 – 12:30**

**22.1. 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**

Hotel Kempinski – Salon Corvinus		Wednesday 08:30 – 10:30
<b>23.1. PEOPLE INVOLVEMENT AND MOTIVATION I.</b>		
Session Chair: <i>János Takács, Electrolux Lehel Ltd., Hungary</i>		
08.30	<b>People Involvement and Workplace Cooperation for Quality: The Case of Universal Robina Corporation, Philippines</b>	<i>Jose C. Gatchalian, Quality Partners Company Ltd, Philippines</i>
09.00	<b>Involvement of People – Motivation Versus Manipulation</b>	<i>Olga Stajdohar-Paden, Croatian Society for Quality, Croatia</i>
09.25	<b>Creating Organizational Capabilities to Improve the Quality of Management AND the Management of Quality with the People CMM</b>	<i>Yan Bello Méndez, SpaceMinds, Spain</i>
09.50	<b>The Culture of Quality</b>	<i>Magdolna Csáth, Kodolányi János University of Applied Science, Hungary</i>
10.10	<b>Panel Discussion with the Lecturers</b>	
10.30	<b>Coffee Break</b>	

Hotel Kempinski – Salon Corvinus		Wednesday 11:00 – 12:30
<b>23.2. PEOPLE INVOLVEMENT AND MOTIVATION II.</b>		
Session Chair: <i>Jose C. Gatchalian, Quality Partners Company Ltd., Philippines</i>		
11.00	<b>Presumption of Responsibility</b>	<i>Vadim Lapidus, Priority Consulting Center, Russia</i>
11.20	<b>Study and Practice on the Elderly and Disabled Care Service Quality Management</b>	<i>Xiaofen Tang, Shanghai Association for Quality, China</i>
11.40	<b>The Quality of the Human Resources – New Aspects of Quality in the 21st Century</b>	<i>György Szügyi, Euromenedzser Consulting and Education Center, Hungary</i>
12.00	<b>Managing Quality in Learning Networks</b>	<i>Anni Koubek, Quality Austria, Austria</i>
12.20	<b>Panel Discussion with the Lecturers</b>	
12.30	<b>Lunch</b>	

**Hotel Kempinski – Salon Regiomontanus**

**Wednesday 08:30 – 10:30**

**24.1. REFOCUSING QUALITY TO ENHANCE SERVICE TO CUSTOMERS I.**

*Session Chair: György Mikó, Hungarian National Committee for EOQ, Hungary*

**08.30 Global Challenges: Sustainability in Global Logistics**

*Roland K. Jahnke, Deutsche Post, Germany*

**08.50 A Quality Framework for Services in Shared Services Environments**

*Roy Ramphal, Faculty of Management at the University of South Africa, South Africa*

**09.10 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*

**09.30 Complaint in Function of Consumer Satisfaction**

*Diana Plantić Tadić and Nikolina Borčić, University of Applied Sciences Vern, Croatia  
Miroslav Drljača, Zagreb Airport, Croatia*

**09.50 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**

**Hotel Kempinski – Salon Regiomontanus**

**Wednesday 11:00 – 12:30**

**24.2. 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 Acting as Broker and Agent 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**

Hotel Kempinski – Regina Ballroom

Wednesday 13:30 – 17:00

25.1. CLOSING PLENARY SESSION



*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, 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**

17.00 **Invitation to the 56th EOQ Congress by the Representative of the German Society for Quality**

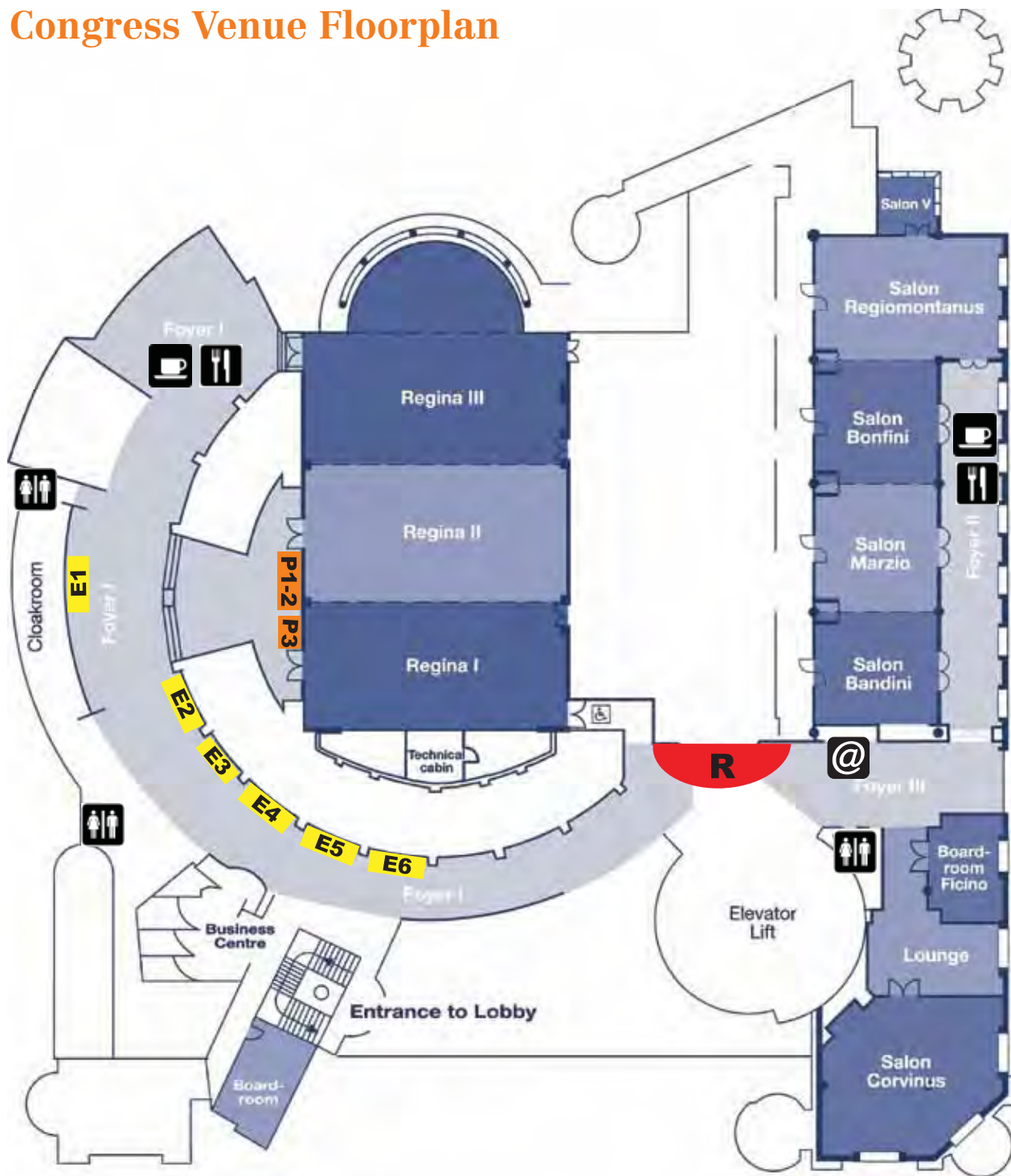
Hotel Kempinski - Salon Regiomontanus

Wednesday 17.30 – 21.00

WAQ MEETING

Only for pre-registered participants.

## Congress Venue Floorplan



**R** . . . . Registration

**E1** . . . . B. Braun Avitum Hungary CPLC

**E2** . . . . TÜV Rheinland InterCert

**E3** . . . . Óbuda University

**E4** . . . . GS1 Hungary Global Identification and  
Communication Systems Managing PBC

**E5** . . . . Grundfos Hungary Production Ltd.

**E6** . . . . SGS Hungaria Ltd.

**P1-2** . . AIB-Vincotte Hungary Ltd.

**P3** . . . . Wessling Hungary Ltd.

Restrooms

Coffee breaks

Lunches

Internet Corner