



INTERNATIONAL  
ACADEMY for  
QUALITY

# World Quality Forum of the International Academy for Quality

Budapest, Hungary  
Hotel Kempinski

**October 26 & 27,  
2015**

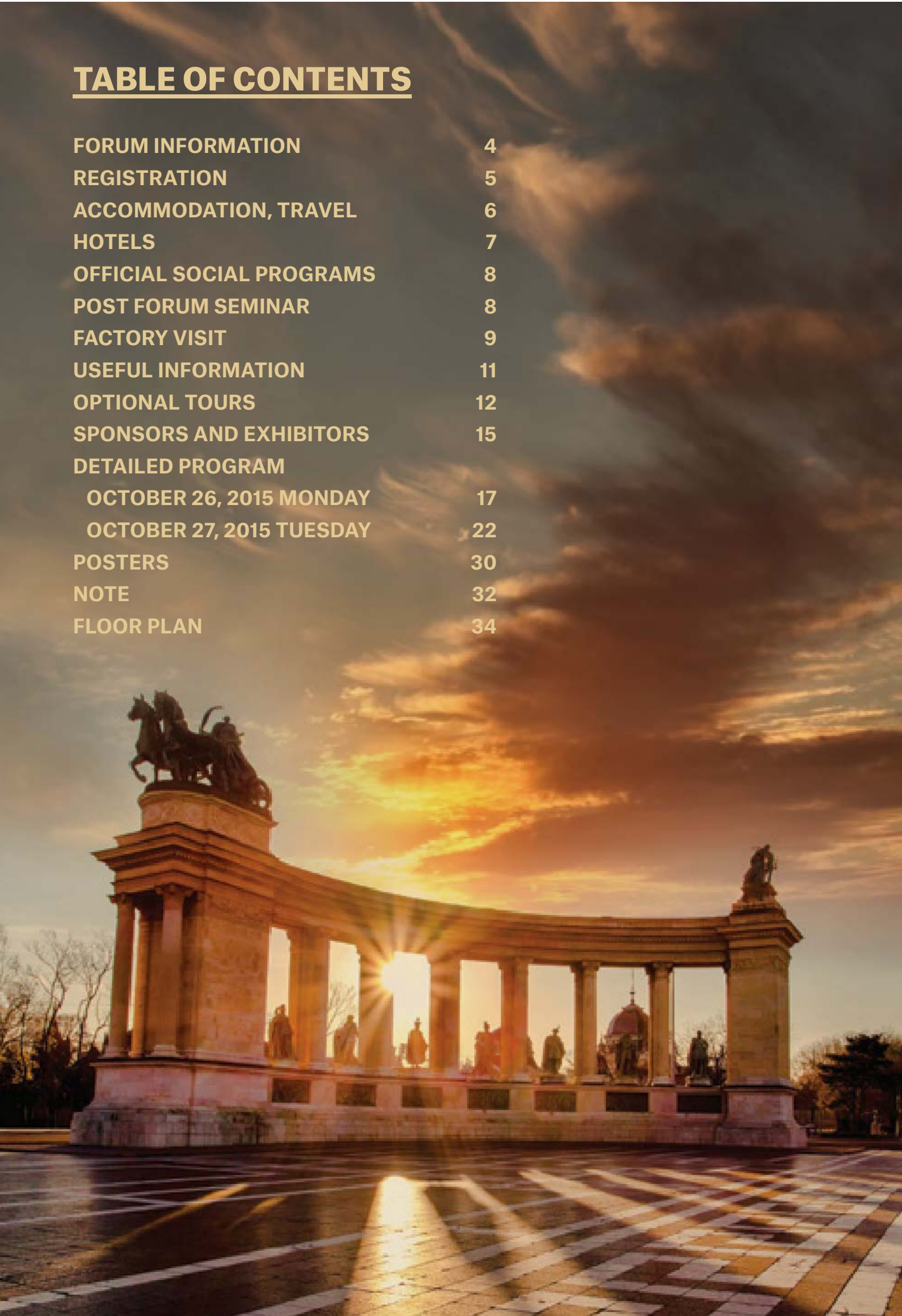
*“Quality for Future  
of the World”*



## PROGRAM

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# WELCOME TO THE 1ST IAQ WORLD QUALITY FORUM

**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 please accept my hearty welcome to Budapest, Capital of Hungary and 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.

**Prof. Dr. Pal Molnar**  
IAQ and HNC President

# **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

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

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E-mail: info@eoq.hu

## **TECHNICAL ORGANIZER**

### **CongressLine Ltd.**

Contact: Bea Golovanova, Ildikó Benyhe

H-1065 Budapest, Révay köz 2.

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## **FORUM WEBSITE**

**[www.iaq2015.com](http://www.iaq2015.com)**

## **FORUM DATES**

**1st IAQ WQF:** October 26-27, 2015

**Post Forum Seminars:** October 28, 2015

**Factory Visits:** October 28, 2015

## **FORUM VENUE**

### **Kempinski Hotel Corvinus Budapest**

H-1051 Budapest, Erzsébet tér 7-8.

## **OFFICIAL CONGRESS LANGUAGE**

The official language of the 1st IAQ World Quality Forum is English. Interpretation into Hungarian will be provided at Opening and Closing Plenary Sessions as well as at the IAQ Panel Sessions (Stream A, except A6 and A7 sessions).

## **PROGRAM CHANGES**

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

# REGISTRATION

Registration desk is located on the first floor of Kempinski Hotel Corvinus (Forum venue).

## OPENING HOURS OF THE REGISTRATION DESK

Sunday, October 25, 2015	16:00 – 19:00
Monday, October 26, 2015	08:00 – 18:00
Tuesday, October 27, 2015	08:00 – 18:00
Wednesday, October 28, 2015	08:00 – 12:00

## REGISTRATION FEES (ON SITE) Above fees include 27%VAT.

Forum Participant	800 EUR
Forum Participant as PhD Student	400 EUR
Post-Forum Seminar 1 (1 day)	200 EUR
Factory visit	120 EUR
Accompanying person	200 EUR
Ticket for Gala Dinner	70 EUR

## FORUM PARTICIPANT REGISTRATION FEES INCLUDE:

- ✓ Access to all Forum sessions
- ✓ Delegate bag with Forum materials
- ✓ Attendance at the official social programs (Welcome Reception, Gala Dinner)
- ✓ Attendance at Forum lunches and coffee breaks

## POST-FORUM SEMINARS REGISTRATION FEE INCLUDES:

- ✓ Attendance to the Post-Forum Seminar
- ✓ Post-Forum Proceedings on CD
- ✓ Lunch on October 28
- ✓ Coffee Breaks on October 28

## FACTORY VISIT FEE INCLUDES:

Coffee, Beverages and Lunch on October 28

## THE ACCOMPANYING PERSONS' FEE INCLUDES:

- ✓ Attendance at the official social programs (Welcome Reception, Gala Dinner)
- ✓ Half-day Bath tour to Széchenyi Bath on October 26
- ✓ Half-day Sightseeing tour in Budapest with lunch at Grand Market Hall on October 27

## CANCELLATION POLICY OF REGISTRATION

All the cancellations and changes must be sent to the Forum Secretariat (CongressLine Ltd.) in written form. All refunds will be processed after the IAQ World Quality Forum. Please send your exact bank account details in the written cancellation.

# ACCOMMODATION, TRAVEL

## OFFICIAL FORUM HOTELS

1.	<b>Kempinski Hotel Corvinus (on-site)</b>	H-1051 Budapest, Erzsébet ter 7-8.
2.	<b>Hotel Zenit Budapest Palace</b>	H-1052 Budapest, Apáczai Csere János utca 7.
3.	<b>Mercure Budapest City Center</b>	H-1052 Budapest, Váci utca 20.
4.	<b>Carat Boutique Hotel</b>	H-1061 Budapest, Király utca 6.
5.	<b>La Prima Fashion Hotel</b>	H-1052 Budapest, Piarista utca 6.
6.	<b>Regency Suites Hotel Budapest</b>	H-1075 Budapest, Madách Imre tér 2.
7.	<b>Hotel Central Basilica</b>	H-1051 Budapest, Hercegprímás utca 8.
8.	<b>Roombach Hotel Budapest Center</b>	H-1075 Budapest, Rumbach Sebestyén utca 14.
9.	<b>Promenade City Hotel</b>	H-1052 Budapest, Váci utca 22.
10.	<b>ARCadia Hotel Budapest</b>	H-1075 Budapest, Madách Imre tér 3.

## HOW TO GET TO THE FORUM VENUE AND TO THE HOTELS?

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All sessions of the 1st IAQ World Quality Forum will take place in the Kempinski Hotel Corvinus Budapest (H-1051 Budapest, Erzsébet tér 7-8.)

### To reach the Forum venue there are several means of transport:

- ✓ Airport bus 200E to “Kőbánya-Kispest” Terminal, change to metro line M3 to Metro station “Deák Ferenc tér” junction (M1 – yellow line, M2 – red line, M3 – blue line)
- ✓ Airport Minibus Service: fixed rate of 2990 HUF/cca 11 EUR one-way from the airport to the inner city area, Tel: +36 1 296 8555; [www.airportshuttle.hu](http://www.airportshuttle.hu)

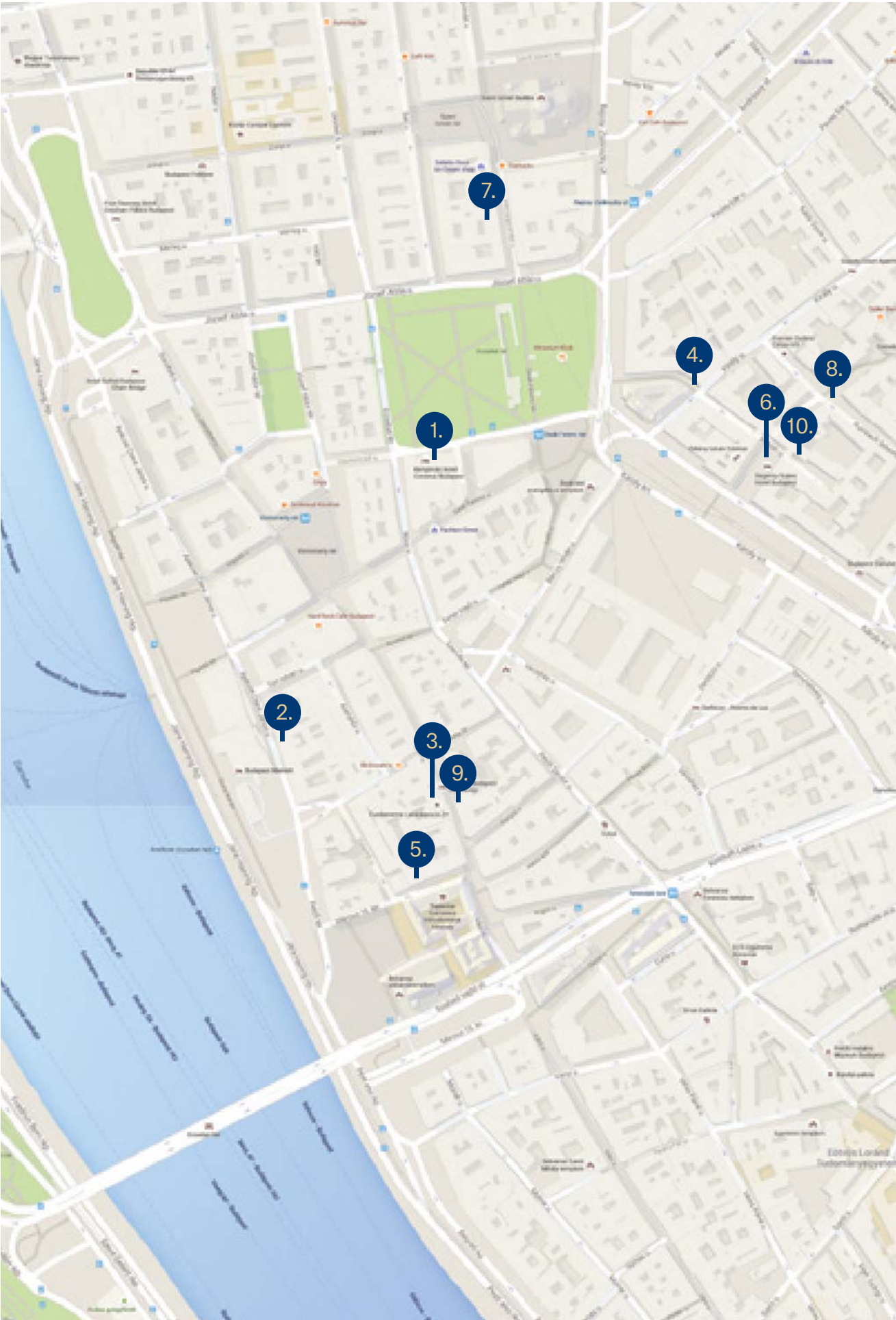


### RECOMMENDED TAXI COMPANY

To reach the Hotels or the Forum venue and to avoid any inconvenience, please use the official IAQ2015 taxi company: City Taxi: +36 1 211 1111, [www.citytaxi.hu](http://www.citytaxi.hu)

Credit card payment is available in every car of City Taxi.

Please note, that all licensed Budapest taxi companies have yellow cars and has same rates for all companies, placed clearly visible on the screens.



# **OFFICIAL SOCIAL PROGRAMS**

## **WELCOME RECEPTION**

**Sunday, October 25, 2015, 19.00 – 21.00**

**Kempinski Hotel Corvinus (H-1052 Budapest, Erzsébet tér 7-8.)**

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**

**Monday, October 26, 2015, 19.30 – 23.00**

**Lázár Equestrian Park (H-2182 Domonyvölgy, Fenyő u. 47.)**

**Departure: 18.30 from Kempinski Hotel Corvinus by bus**

This evening excursion will take us to the picturesque Domony Valley, which is a developing agricultural and entertainment site approximately 35 km from Budapest. This valley features the neighbourhood of Gödöllő, an area of environmental protection. The nine hectares of this beautifully maintained farm is owned by the 19 time horse coach driving World Champion Lázár brothers, and features Hungarian heritage breeds such as the wooly racka sheep and the puli, the corded coated sheepdog. The welcoming atmosphere will feature horses, live music and the best of Hungarian hospitality, dishes and wine. A visit to the Lázár Equestrian Park and a horse show are all included in the registration fee. Additional tickets for non-registered partners/spouses are available for 70 EUR/person.

# **POST FORUM SEMINAR**

## **SETTING STRATEGIC CHANGE PRIORITIES**

**by Gregory H. Watson, IAQ Honorary Member and Glenn H. Mazur, IAQ Academician**

**Wednesday, October 28, 2015, 09.00 – 16.00**

**Kempinski Hotel Corvinus, Salon Bandini**

**Price: 200 EUR/person**

This seminar will describe a state-of-the-art approach to define and prioritize critical change initiatives. The first part of this seminar will address how hoshin kanri works to set the change objectives using a collaborative approach across functions and how to present the set of proposed strategies for management decision. The second part will describe a methodology for setting “rules” that support organizational choice among competing strategies. These rules will provide an objective perspective for making business judgments about the complex situation of evaluating benefits and risks among alternative management directions.



## **FACTORY VISIT**

### **GRUNDFOS MANUFACTURING HUNGARY LTD. & AUDI HUNGARIA MOTOR LTD.**

**Wednesday, October 28, 2015,  
08.00 – 18.00**

**Price: 120 EUR/person**

**Departure: at 08.00 from Kempinski  
Hotel Corvinus (Forum venue)**

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.

Audi Hungaria Motor Ltd. develops and produces engines for Audi AG and other companies of the Volkswagen Group in Győr, Hungary. Since Audi Hungaria was founded in 1993, it has developed into one of the country's companies with the biggest exports and highest revenues. Audi AG is today one of the most important foreign investors in Hungary and one of the biggest employers in the region: as of December 31, 2014, the Audi Hungaria employed 11,274 people.

During the factory visit light meal and refreshments will be served. Transportation by bus.



# **USEFUL INFORMATION**

## **CLIMATE**

The climate of Budapest is continental. The autumn (mid-September until late October) is characterized by little rain and long sunny days with moderate temperatures. Highs can stay above 20 °C until the end of October. Nights get colder and the first frost arrives usually in the second week of October. The average highest temperature is 16-18 °C, while the lowest temperature during the night ranging between 5-8 °C. Nevertheless some rainy days can be expected.

## **INSURANCE**

The registration fees do not include provision for the insurance of participants against personal accidents, illness, cancellation, theft, property loss or damage. Participants are advised to take adequate personal travel insurance.

## **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 = 310 HUF in October 2015.

## **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 big shopping centres are open from 10:00-20:00 from Monday to Saturday and from 10:00-18:00 on Sunday.

## **ELECTRICITY**

The voltage in Hungary is 230V, 50 Hz AC.

## **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 parking areas, with one parking meter in each street. The maximum parking time duration and tariffs may vary between different parking zones.

For detailed information on parking within the City Center, please visit this site: [www.visitbudapest.travel](http://www.visitbudapest.travel).

## **TIME ZONE**

Central European Time (CET): UTC+01:00

## **INTERNET**

Kempinski Hotel Corvinus provide free WiFi internet access in the Froum venue.

# **OPTIONAL TOURS**

## **BUDAPEST BATH TOUR – SZÉCHENYI BATH**

**Monday, October 26, 2015, 09.00 – 13.00**

**Price: 35 Euro/person (Free for registered accompanies!)**

**Departure: 09.00 from Kempinski Hotel Corvinus (Forum venue)**

Enjoy the Széchenyi Bath, the largest thermal bath in Europe, which is located in the city park of Budapest. The Széchenyi bath is supplied by two thermal water sources with a temperature of 23°C to 38°C. The bath was built in 1913 in Neo-baroque style and is named after István Széchenyi, a 19th century Hungarian politician, theorist and writer. The baths are accessible by foot and by public transportation. An English-speaking guide and entrance fees are included, please bring appropriate swim wear.

## **SIGHTSEEING TOUR WITH LUNCH AT GRAND MARKET HALL**

**Tuesday, October 27, 2015, 9:00 – 13.30**

**Price: 35 Euro/person (Free for registered accompanies!)**

**Departure: at 9.00 from Kempinski Hotel Corvinus (Forum venue)**

A half-day sightseeing tour highlights the most attractive features of the capital city. The participants can visit the impressive House of Parliament where the Coronation Regalia can be seen, or the Hungarian State Opera House. The Central Market is a must see for anyone who enjoys the sights, sounds and smells of markets. There are almost 200 stalls on 3 levels, with cafes and restaurants on the top floor. There are stalls with fruit and vegetables, meats and sausages and plenty of souvenirs. In the basement is a supermarket for everyday needs. The 19th century architecture is worth the visit even if you are not a shopper. An English-speaking guide, entrance fees and lunch are included.

## **EVENING DANUBE CRUISE & DINNER**

**Tuesday, October 27, 2015, 19.00 – 22.00**

**Price: 75 Euro/person**

**Departure: at 19.00 from Vigadó Square (Downtown-port)**

During this evening sightseeing tour on the River Danube, you will be welcomed with a drink and enjoy a light dinner served on the boat. During dinner a Hungarian jazz band plays the classics. The boat travels from Margaret Bridge, past the National Theatre and along the Palace of Arts, a truly unique way to enjoy the glittering sites of illuminated Budapest.





# **SPONSORS AND EXHIBITORS**

## **PLATINUM SPONSOR & EXHIBITOR**



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Óbuda University, Donát Bánki Faculty  
of Mechanical and Safety Engineering



Pick Szeged Zrt.

# **ACKNOWLEDGEMENTS**

## **THE ORGANIZERS WOULD LIKE TO THANK THE FOLLOWING FOR THEIR FINANCIAL SUPPORT:**

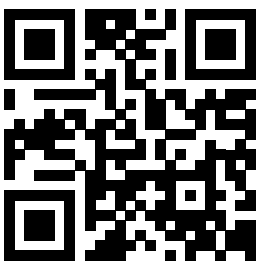
Dr. Marcos E. J. Bertin, BQC Group, Argentina  
Glenn H. Mazur, QFD Institute, USA  
Prof. Dr. Hans Dieter Seghezzi, Liechtenstein  
Gregory H. Watson, Business Excellence Solutions Ltd., Finland

## **THE ORGANIZERS EXPRESS THEIR THANKS FOR THE SUPPORT OF**

B. Braun Avitum Hungary CPLC  
Törley Pezsgőpincészet Ltd.

# DETAILED PROGRAM

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## FORUM PROCEEDINGS

[www.eoq.hu/iaq/wqf](http://www.eoq.hu/iaq/wqf)

USERNAME: WQFhu

PASSWORD: 261015

# OCTOBER 26, 2015 MONDAY

REGINA BALLROOM 1-2.

09.00 – 11.00	<b>OPENING PLENARY SESSION</b>
09.00 – 09.05	<b>Opening</b> Janak Mehta, India, Chair of IAQ
09:05 – 09.20	<b>In Remembrance of the IAQ Founders:</b> <b>Armand Val Feigenbaum, Kaoru Ishikawa and Walter Masing</b> Hans Dieter Seghezzi, Liechtenstein, Honorary Member of IAQ
09.20 – 11.00	<b>The Premier Memorial Ishikawa Lecture:</b> <b>Advanced TQM for the New Era</b> Noriaki Kano, Japan, Honorary Member of IAQ and ASQ
11.00 – 11.30	<b>Coffee Break</b>
11.30 – 13.00	<b>EXECUTIVE IAQ PANEL:</b> <b>QUALITY AND CORPORATE MANAGEMENT</b> Chair: Marcos Bertin, Argentina
11.30 – 11.40	<b>Chair’s Introduction</b>
11.40 – 11.55	<b>Promotion of GQM and Increasingly Important Roles of Top Management in the Global Perspective</b> Makato Nakao, Japan
11.55 – 12.10	<b>Excellence and Values – Way to EFQM Prize and Zero Defect</b> Willfried Heist, Germany
12.10 – 12.25	<b>The Price of Non-Policy</b> Greg Watson, USA/Finland
12.25 – 12.40	<b>Panel Discussion</b>
12.40 – 12.55	<b>Open Discussion</b>
12.55 – 13.00	<b>Chair’s Concluding Remarks</b>
13.00 – 14.00	<b>Lunch</b>

REGINA BALLROOM 1-2.

14.00 – 15.30	<b>(A1) IAQ PANEL: FUTURE OF QUALITY PROFESSION</b> Chair: Blanton Godfrey, USA
14.00 – 14.10	<b>Chair’s Introduction</b>
14.10 – 14.15	<b>The New Face of Quality Philosophy and the New Breed of Quality Professionals</b> Mohamed Zairi, United Kingdom
14.25 – 14.40	<b>From Quality Manager to Quality Innovator</b> Hiroshi Osada, Japan
14.40 – 14.55	<b>The Chief Quality Officer and Effective Leadership</b> Charles Aubrey, USA
14.55 – 15.10	<b>Panel Discussion</b>
15.10 – 15.25	<b>Open Discussion</b>
15.25 – 15.30	<b>Chair’s Concluding Remarks</b>

REGINA BALLROOM 3.

14.00 – 15.30	<b>(B1) QUALITY TOOLS, TECHNIQUES AND METHODS</b> Chair: Liz Keim, USA
14.00 – 14.20	<b>The New ISO/WD 16355 Standard, Transfer Functions and the Effect of Ratio Scale in QFD</b> Thomas Fehlmann and Eberhard Kranich, Germany
14.20 – 14.40	<b>Quality Assurance and Prevention of Problems</b> Kazuyuki Suzuki, Japan
14.40 – 15.00	<b>The Intersubjectivity Knowledge of Effect for FME Analysis</b> Barna Szamosi and Laszlo Pokoradi, Hungary
15.00 – 15.20	<b>Multiscale Quality</b> Pedro Saraiva, Portugal
15.20 – 15.30	<b>Discussion</b>

**14.00 – 15.30****(C1) ISO 9001:2015 AND RISK MANAGEMENT**

Chair: Shan Ruprai, Australia

14.00 – 14.15

**ISO 9001:2015 Revision: A Change is Coming**

Ngo Van Nhon, Vietnam

14.15 – 14.30

**Executive Responsibility according to ISO 9001:2015**

Paul Harding, South Africa

14.30 – 14.45

**ISO 9001:2015 – A Questionable Reform**

Juhani Anttila and Kari Jussila, Finland

14.45 – 15.00

**Contributing Hoshin Canri to Address ISO 9001:2015 Requirements**

Elizabeth Cudney and Kristin Case, USA

15.00 – 15.15

**Preparatory Steps for Implementation and Auditing against ISO 9001:2015**

Andras Tohl, Hungary

15.15 – 15.30

**Discussion****14.00 – 15.30****(D1) QUALITY MANAGEMENT DEVELOPMENT I.**

Chair: Robert Schmitt, Germany

14.00 – 14.20

**Exploring Organizational Complexity to Increase Quality, Productivity and Innovation Performance for Total Excellence**

Kostas N. Dervitsiotis, Greece

14.20 – 14.40

**Global Quality Management**

Thomas Friedli and Uli Schneider, Switzerland

14.40 – 15.00

**Quality Management in Enhancing Firm's Financial Performance in Global Operations**

Kari Jussila and Juhani Anttila, Finland

15.00 – 15.20

**Restructuring of the Management System and the Role of Top Management**

Miroslav Drljača, Croatia

15.20 – 15.30

**Discussion**

15.30 – 16.00

**Coffee Break**

<b>16.00 – 17.30</b>	<b>(A2) IAQ PANEL: QUALITY AND INNOVATION</b> Chair: Tilo Pfeifer, Germany
16.00 – 16.10	<b>Chair’s Introduction</b>
16.10 – 16.25	<b>Quality in an Age Demanding Innovation</b> Greg Watson, USA/Finland
16.25 – 16.40	<b>Quality and Innovation: a Partner or a Substitute? Management System vs. Innovation</b> Kwai-Sang Chin, Hong Kong, China
16.40 – 16.55	<b>The Role of Quality Management in Future Innovation Processes for Smart Products</b> Robert Schmitt, Germany
16.55 – 17.10	<b>Panel Discussion</b>
17.10 – 17.25	<b>Open Discussion</b>
17.25 – 17.30	<b>Chair’s Concluding Remarks</b>

<b>16.00 – 17.30</b>	<b>(B2) LEAN AND DAILY QUALITY MANAGEMENT</b> Chair: Yoshinori Iizuka, Japan
16.00 – 16.20	<b>Amazing Power of Daily Quality Management and its Difficulties</b> Yukihiro Ando, Japan
16.20 – 16.40	<b>Design of Quality Management Systems in Vertically Integrated Structures - Effective Management: Quality, Lean, Risks</b> Vadim Lapidus, Russia
16.40 – 17.00	<b>Workforce Engagement towards Total Quality – Through Workplace Cooperation</b> Jose Gatchalian, Philippines
17.00 – 17.20	<b>Value Stream Improvement – Activities and Results</b> Balazs Nemeth, Hungary
17.20 – 17.30	<b>Discussion</b>

<b>16.00 – 17.30</b>	<b>(C2) CORPORATE SOCIAL RESPONSIBILITY (CSR)</b> Chair: Bo Bergman, Sweden
16.00 – 16.20	<b>How Can a Gamified Approach Support CSR Goals, Meeting Europe 2020 Targets?</b> Erzsebet Szegedi, Hungary
16.20 – 16.40	<b>Filipino „Sugod” (Move-on Together): Framework for a Sustainable Quality Improvement</b> Miflora Gatchalian, Philippines
16.40 – 17.00	<b>The Quality of the Working Style of Human Resources</b> Gyorgy Szugyi, Hungary
17.00 – 17.20	<b>Business Process Management: A Leap in Insurance Industry</b> Jitendra Agrawal and Umesh Shetty, India
17.20 – 17.30	<b>Discussion</b>

<b>16.00 – 17.30</b>	<b>(D2) QUALITY MANAGEMENT DEVELOPMENT II.</b> Chair: Janos Takacs, Hungary
16.00 – 16.20	<b>Repositioning the Quality Profession</b> Simon Feary, United Kingdom
16.20 – 16.40	<b>Quality Mastery by Workplace Agreement</b> David Hutchins, United Kingdom
16.40 – 17.00	<b>Quality Startup Management System Model</b> Lotto Lai, Hong Kong, China
17.00 – 17.20	<b>Computer System Verification and Validation in the Pharmaceutical Industry</b> Lajos Kovacs, Hungary
17.20 – 17.30	<b>Discussion</b>
<b>18.30</b>	<b>DEPARTURE TO GALA DINNER FROM KEMPINSKI HOTEL BY BUS</b>

# OCTOBER 27, 2015 TUESDAY

09.00 – 15.00 PARALLEL SESSIONS (Stream A, B, C, D)

REGINA BALLROOM 1-2.

09.00 – 10.30	<b>(A3) IAQ PANEL: QUALITY STRATEGIES FOR GLOBAL COMPETITIVENESS</b> Chair: Björn Andersen, Norway
09.00 – 09.10	<b>Chair’s Introduction</b>
09.10 – 09.25	<b>Cradle to Success. Ups, Downs &amp; Best Practice QMS</b> Shan Ruprai, Australia
09.25 – 09.40	<b>Quality Culture – How to Set up a Framework for Quality Oriented Thinking and Behavior</b> Thomas Prefi, Germany
09.40 – 09.55	<b>Quality Function Deployment (QFD) for Global Competitiveness in Product Development Using ISO 16355</b> Glenn Mazur, USA
09.55 – 10.10	<b>Panel Discussion</b>
10.10 – 10.25	<b>Open Discussion</b>
10.25 – 10.30	<b>Chair’s Concluding Remarks</b>

REGINA BALLROOM 3.

09.00 – 10.30	<b>(A6/B3) IAQ PANEL: SUSTAINABILITY AND QUALITY</b> Chair: Janak Mehta, India
09.00 – 09.10	<b>Chair’s Introduction</b>
09.10 – 09.25	<b>On the Relationship between Quality and Sustainability</b> Mats Deleryd, Sweden
09.25 – 09.40	<b>Quality and the Seven Environmental Challenges of the Planet</b> N. Ramanathan, India
09.40 – 09.55	<b>Joining Efforts to Save the Planet Water</b> Joal Teitelbaum, Brazil
09.55 – 10.10	<b>Panel Discussion</b>
10.10 – 10.25	<b>Open Discussion</b>
10.25 – 10.30	<b>Chair’s Concluding Remarks</b>

**09.00 – 10.30 (A7/C3) IAQ PANEL: GLOBAL QUALITY EDUCATION FORWARD**

Chair: Roland Jahnke, Germany

09.00 – 09.05 **Chair’s Introduction**

09.05 – 09.20 **Higher Education Quality**

Pedro Saraiva and Maria Joao Rosa, Portugal

09.20 – 09.35 **Quality Evaluation of Education and Learning**

Juhani Anttila and Kari Jussila, Finland

09.35 – 09.50 **European Universities Association’s Institutional Evaluation Program at University of Szeged, Hungary**

Ildiko Csoka and Gabor Szabo, Hungary

09.50 – 10.05 **Quality Improvement Training in Medical School**

Grace Brannan, USA

10.05 – 10.15 **Panel Discussion**

10.15 – 10.25 **Open Discussion**

10.25 – 10.30 **Chair’s Concluding Remarks**

**09.00-10.30 (D3) NATIONAL QUALITY POLICY – NATIONAL (REGIONAL) QUALITY AWARD**

Chair: Vadim Lapidus, Russia

09.00 – 09.20 **Embracing Business Excellence: Singapore and ST Engineering’s Experience – Challenges, Success Factors and Impact**

Harnek Singh, Singapore

09.20 – 09.40 **The Monitoring Report about East China Public Service Quality 2014**

Deng Ji and Jiang Shudong, China

09.40 – 10.00 **A Quality Management Approach from an Islamic Perspective**

Nasser Alsalmani, The Netherlands

10.00 – 10.20 **An Organization Development Study of the Impact of Cultural Factors on the Implementation of the Six Sigma Methodology in Southern China**

Ivan Ng, Hong Kong, China

10.20 – 10.30 **Discussion**

10.30 – 11.00 **Coffee Break**

<b>11.00 – 12.30</b>	<b>(A4) IAQ PANEL: QUALITY IN SERVICE</b> Chair: “Parsu” Parasuraman, USA
11.00 – 11.10	<b>Chair’s Introduction</b>
11.10 – 11.25	<b>The Ontology and Epistemology of Service Quality</b> Paul Lillrank, Finland
11.25 – 11.40	<b>Application and Benefit of Quality Improvement Efforts in Service Operations</b> Jamison Kovach, USA
11.40 – 11.55	<b>Improving Service Quality – Key Challenges and Approach</b> Anil Sachdev, India
11.55 – 12.10	<b>Panel Discussion</b>
12.10 – 12.25	<b>Open Discussion</b>
12.25 – 12.30	<b>Chair’s Concluding Remarks</b>

<b>11.00 – 12.30</b>	<b>(B4) SUPPLY CHAIN MANAGEMENT</b> Chair: Thomas Prefi, Germany
11.00 – 11.20	<b>Development of Supply Chain Management</b> Janos Takacs, Hungary
11.20 – 11.40	<b>Supply Chain Quality Management. A New Risk Orientated Quality Assurance Management for Global Supply Chains to Support the Phase of Start and Ramp-up of Serial Production</b> Nina Kandler-Schmitt, Germany
11.40 – 12.00	<b>Export Service Center, Hybrid Logistics Model to Strengthen Export Competitiveness</b> Syamrath Suthanukul and Vipaporn Virachanang, Thailand
12.00 – 12.20	<b>Quality Service Providers’ Added Value in Supply Chain Management</b> Attila Vass, Hungary
12.20 – 12.30	<b>Discussion</b>

**11.00 – 12.30****(C4) PROBLEM SOLUTIONS – CASE STUDIES**

Chair: Chuck Aubrey, USA

11.00 – 11.20

**Innovation and Stakeholder by In in a Consortium**

Grace Brannan, USA

11.20 – 11.40

**“Restaurant Bill Effect”: Concept and some Applications**

Zigmund Bluvband, Israel

11.40 – 12.00

**Problem Solving Methods & Tools in the Tourism**

Tamas Mezey, Hungary

12.00 – 12.20

**New Trends of SPC and Data Analysis in Industry**

Marco Reis and Pedro Saraiva, Portugal

12.20 – 12.30

**Discussion**

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SALON BANDINI**11.00 – 12.30****(D4) QUALITY DEVELOPMENT IN HEALTHCARE**

Chair: Ronald Does, The Netherlands

11.00 – 11.20

**Innovation Management in Healthcare System of Kazakhstan is a Way to the International Competitiveness**

Azat Abdrakhmanov, Kazakhstan

11.20 – 11.40

**Designing a Complaint Daily Management System for a Healthcare Provider**

Romain Denis, Sweden

11.40 – 12.00

**Forecasting the Volume of Patient Arrival to an Emergency Department in Hong Kong Using Time Series Regression Method and Artificial Intelligence Method**

Shancheng Jiang and Kwai Sang Chin, Hong Kong, China

12.00 – 12.20

**Quality Indicators in the Healthcare**

Rita Denes and Zsuzsanna Toth, Hungary

12.20 – 12.30

**Discussion**

12.30 – 13.30

**Lunch**

13.30 – 15.00	<b>(A5) IAQ PANEL: QUALITY IN HEALTHCARE</b> Chair: Robert King, USA
13.30 – 13.40	<b>Chair’s Introduction</b>
13.40 – 13.55	<b>Quality Management Approach to Healthcare – Its Meaning and Significance</b> Yoshinori Iizuka, Japan
13.55 – 14.10	<b>Operational Excellence in Healthcare</b> Ronald Does, The Netherlands
14.10 – 14.25	<b>Development of a Bed System to Improve Patient Access to Care</b> Elizabeth Cudney and Harriet Nembhard, USA
14.25 – 14.40	<b>Panel Discussion</b>
14.40 – 14.55	<b>Open Discussion</b>
14.55 – 15.00	<b>Chair’s Concluding Remarks</b>

13.30 – 15.00	<b>(B5) SIX SIGMA, DATA PROCESSING AND DATA ANALYSIS</b> Chair: Hiroshi Osada, Japan
13.30 – 13.50	<b>Integration of Six Sigma and Lean Gives Better Results</b> Lars Sorqvist, Sweden
13.50 – 14.05	<b>Six Sigma Implementation in China: Successes and Challenges</b> Zhen He, Yujia Deng and Min Zhang, China
14.05 – 14.20	<b>Practical Statistical Problem Solving Using Minitab to Explore the Problem</b> Matthew Barsalou, Germany
14.20 – 14.35	<b>Developing Predictive Quality Scorecards – A Futuristic Approach to Quality Management</b> Javed Cheema, USA
14.35 – 14.50	<b>Process Improvement with Measurable Data in Higher Education Institution</b> Balint Bedzsula and Jozsef Topar, Hungary
14.50 – 15.00	<b>Discussion</b>

**13.30 – 15.00 (C5) BRANCHENSPECIFIC QUALITY MANAGEMENT APPROACHES: AGRICULTURE AND FOOD INDUSTRY**

Chair: Miflora Gatchalian, Philippines

**13.30 – 13.50 Unannounced Audits in the Food Industry as a New Instrument of Hygiene and Quality Control based on the Example of IFS Food Checks**

Evamaria Melcher, Brigitte Petersen, Susanne Lehnert and Judith Kreyenschmidt, Germany

**13.50 – 14.10 Network and Vulnerability Analysis of International Spice Trade**

Zoltan Lakner and Erzsebet Szabo, Hungary

**14.10 – 14.30 The Agricultural Quality and Environmental Management in the New Certification System “Tájgazda”**

Geza Marai, Geza Csibor and Balazs Csibor, Hungary

**14.30 – 14.50 Food and Nutrition Security Policy in Brazil: Empowering Quality Management in Family Farming Cooperatives (Team)**

Ying Ma and Victor Mellao, China

**14.50 – 15.00 Discussion**

**13.30 – 15.00 (D5) BRANCHENSPECIFIC QUALITY MANAGEMENT APPROACHES: AUTOMOTIVE INDUSTRY**

Chair: Istvan Lepsenyi, Hungary

**13.30 – 13.50 VDA QMC. Quality Management Center of the German Automotive Industry Association - Driving Excellence in the Automotive Supply Chain**

Nina Kandler-Schmitt, Germany.

**13.50 – 14.10 Performance Verification of Dimensional Measuring Instruments in Automotive Industry**

Agota Dregelyi-Kiss, Hungary

**14.10 – 14.30 SPC: Should we Keep on Fighting a Lost Battle?**

Willy Vandenbrande, Belgium

**14.30 – 14.50 “TPM Green-Belt”: A Comprehensive Development Program for Continuous Improvement Competency of Engineers**

Ronrapee Leelawong and Atittaya Veerakanjana, Thailand

**14.50 – 15.00 Discussion**

**15.00 – 15.30 Coffee Break**

Chair: Pal Molnar, IAQ President, Hungary

15.30 – 15.50

**Posters Introducing and Evaluating**

Liz Keim, IAQ Vice President, USA

15.50 – 16.10

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

Pedro Saraiva, Portugal, Bjorn Andersen, Norway, Lars Sorqvist,  
Sweden, Gregory Watson, USA/Finland

16.10 – 16.30

**The Premier Memorial Feigenbaum Lecture:  
Theory and Practice of Quality Development in China**

Tang Xiaofen, China

16.30 – 17.00

**The Premier Memorial Masing Lecture:  
Technical and Human Dimensions of Quality**

Greg Watson, Honorary Member of IAQ, USA/Finland

17.00

**Closing Remarks**



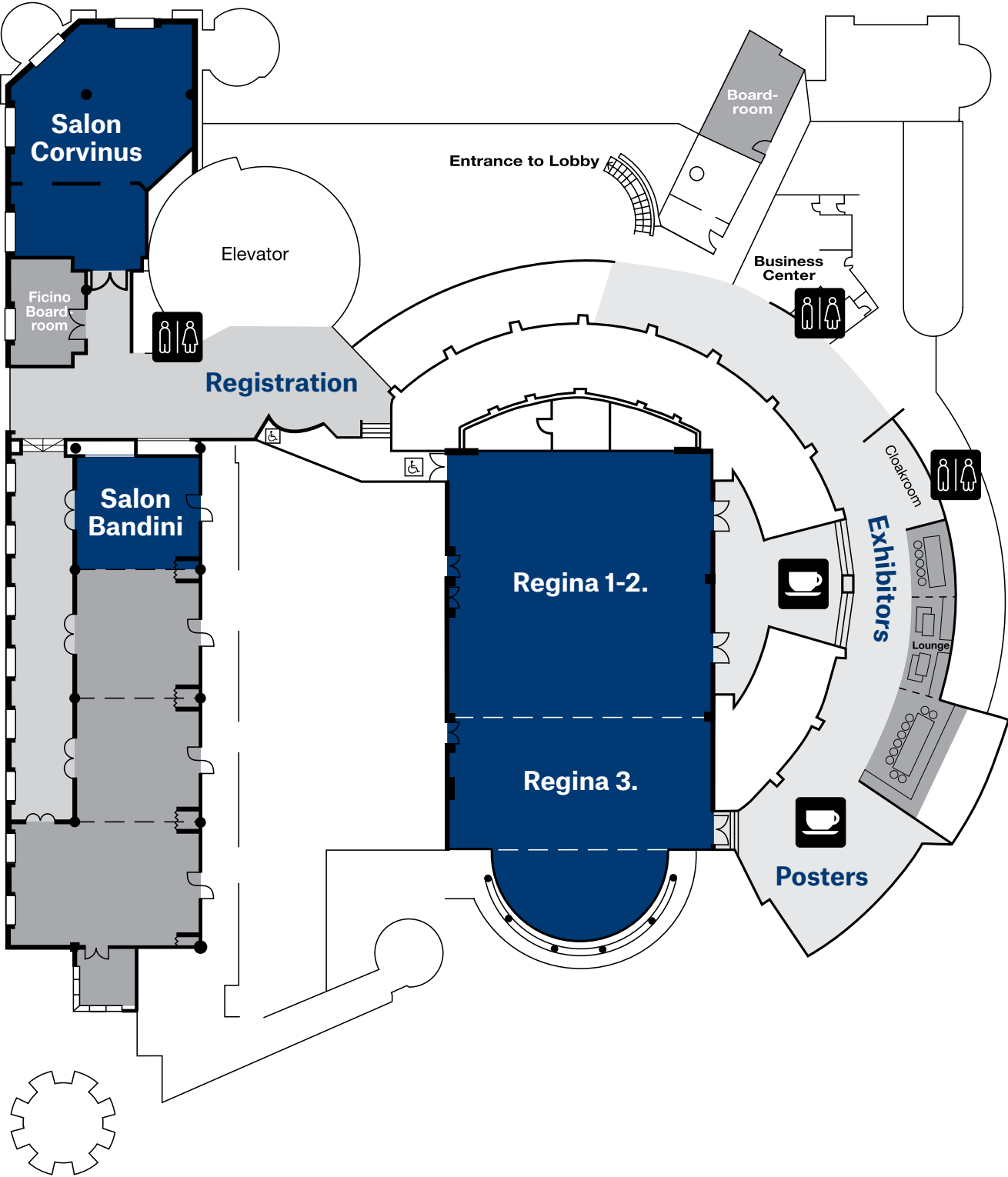
# **POSTERS**

Posters are exhibited in the Foyer from 09.00 on Monday, October 26 until 17.00 on Tuesday, October 27.

- P01**                      **Implementation of EMA's New Toxicology-based Regulation on Setting Cleaning Limit – Some Practical Aspects of Cross-contamination**  
Ildiko Ziegler and Lilla Sugo, Hungary
- P02**                      **Quality of Pharmacy-based Care: Development of National Practice Guidelines**  
Reka Viola, Gyongyver Soos and Ildiko Csokai, Hungary
- P03**                      **Quality of Pharmacy Services: Evaluation of Patient Satisfaction**  
Daniel Szendrenyi, Reka Viola and Ildiko Csokai, Hungary
- P04**                      **Quality by Design Approach in Pharmaceutical and Cosmetic Research and Industry: Strategic Thinking for International Competitiveness**  
Anita Kovacs, Edina Pallagi and Ildiko Csokai, Hungary
- P05**                      **Introduction of Entrepreneurship Course into the Pharmacy Education at University of Szeged**  
Barbara Gyarmati-Feher and Ildiko Csokai, Hungary
- P06**                      **Quality by Design in Nano-Pharmaceutical Development: Presentation of a Software-based Prediction**  
Edina Pallagi, Rita Ambrus, Anita Kovacs and Ildiko Csokai, Hungary
- P07**                      **Quality Control System as a Key Factor for the Efficiency in Health Care**  
Sara Felszeghi, Hungary
- P08**                      **Quality Assurance and Quality Improvement in Medical Practice by Clinical Audit in Hungary**  
Sandor Godeny, Hungary
- P09**                      **Recent Developments in the Quality Management System at Albert Szent-Györgyi Clinical Center: IIASA-Shiba Award 2014**  
Zoltan Fabian, Ildiko Csoka and Ivan Kovacs, Hungary

P10	<b>Evaluating the Polyphenol Content as Quality Attribute in Green Tea by NIR Spectroscopy – Selected Examples</b> Ildiko Ziegler and Ferenc Billes, Hungary
P11	<b>Quality Control Measures for Verification of Validated Performance Criteria of Analytical Methods</b> Tamas Szigeti, Hungary
P12	<b>Short Food Chain and Quality Assurance</b> Zoltan Szabo and Vilmos Patay, Hungary
P13	<b>Natura has its own Certification!</b> Geza Marai, Hungary
P14	<b>Big Data: what’s there for Six Sigma?</b> Marco Reis and Pedro Saraiva, Portugal
P15	<b>Using a Catapult as a Minitab Capability Sixpack Training Aid</b> Matthew Barsalou, Germany
P16	<b>Application of ISO 9001:2015</b> Vidosav Majstorovic, Jelena Macuzic, Valentina Marinkovic and Tatjana Sibalija, Serbia
P17	<b>Quality Engineering - Case Study UL-FE</b> Gaber Begeš and Janko Drnovsek, Slovenia
P18	<b>Need for a Paradigm Shift in Quality Philosophy as Applicable of Nanotechnology</b> Sanatan Kulshrestha, India
P19	<b>A New Paradigm: Quality of All Life</b> Willy Vandenbrande, Belgium
P20	<b>Policy Deployment: An Application in Insurance Industry</b> Jitendra Agrawal and Preeti Singh, India
P21	<b>Customised Use of Excellence Models as Tools for Increasaing Competitiveness, Sustainability and Thrivability of Organizations</b> Tiia Tamaru, Estonia

# FLOOR PLAN



# PROGRAM OVERVIEW

	REGINA BALLROOM 1-2. <b>PLENARY SESSION AND STREAM A</b>	REGINA BALLROOM 3.  <b>STREAM B</b>	SALON CORVINUS  <b>STREAM C</b>	SALON BANDINI  <b>STREAM D</b>
OCTOBER 26, 2015 MONDAY				
09.00 – 11.00	OPENING PLENARY SESSION			
11.00 – 11.30	Coffee Break			
11.30 – 13.00	EXECUTIVE IAQ PANEL: QUALITY AND CORPORATE MANAGEMENT			
13.00 – 14.00	Lunch			
14.00 – 15.30	<b>A1</b> IAQ PANEL: FUTURE OF QUALITY PROFESSION	<b>B1</b> QUALITY TOOLS, TECHNIQUES AND METHODS	<b>C1</b> ISO 9001:2015 AND RISK MANAGEMENT	<b>D1</b> QUALITY MANAGEMENT DEVELOPMENT (1)
15.30 – 16.00	Coffee Break			
16.00 – 17.30	<b>A2</b> IAQ PANEL: QUALITY AND INNOVATION	<b>B2</b> LEAN AND DAILY QUALITY MANAGEMENT	<b>C2</b> CORPORATE SOCIAL RESPONSIBILITY (CSR)	<b>D2</b> QUALITY MANAGEMENT DEVELOPMENT (2)
18.30	Departure to Gala Dinner			
OCTOBER 27, 2015 TUESDAY				
09.00 – 10.30	<b>A3</b> IAQ PANEL: QUALITY STRATEGIES FOR GLOBAL COMPETITIVENESS	<b>A6(B3)</b> IAQ PANEL: SUSTAINABILITY AND QUALITY	<b>A7(C3)</b> IAQ PANEL GLOBAL QUALITY EDUCATION FORWARD	<b>D3</b> NATIONAL QUALITY POLICY – NATIONAL (REGIONAL) QUALITY AWARD
10.30 – 11.00	Coffee Break			
09.00 – 10.30	<b>A4</b> IAQ PANEL: QUALITY IN SERVICE	<b>B4</b> SUPPLY CHAIN MANAGEMENT	<b>C4</b> PROBLEM SOLUTIONS – CASE STUDIES	<b>D4</b> QUALITY DEVELOPMENT IN HEALTHCARE
12.30 – 13.30	Lunch			
13.30 – 15.00	<b>A5</b> IAQ PANEL: QUALITY IN HEALTHCARE	<b>B5</b> SIX SIGMA, DATA PROCESSING AND DATA ANALYSIS	<b>C5</b> BRANCHENS PECIFIC QUALITY MANAGEMENT APPROACHES: AGRICULTURE AND FOOD INDUSTRY	<b>D5</b> BRANCHENS PECIFIC QUALITY MANAGEMENT APPROACHES: AUTOMOTIVE INDUSTRY
15.00 – 15.30	Coffee Break			
15.30 – 17.30	CLOSING PLENARY SESSION			

 Simultaneous interpretation to Hungarian is provided



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