

Going Along the Road of Quality Power: Made in China 2025

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Quality is a way to prosperity and power of a nation.

- represents the degree to which material and cultural achievements meet the demands;
- an overall reflection of the level of national productive force development and international competitiveness;
- an important criteria to judge whether or not the country is strong;
- a concentrated expression of the national quality.

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Achievements and challenges of China Quality

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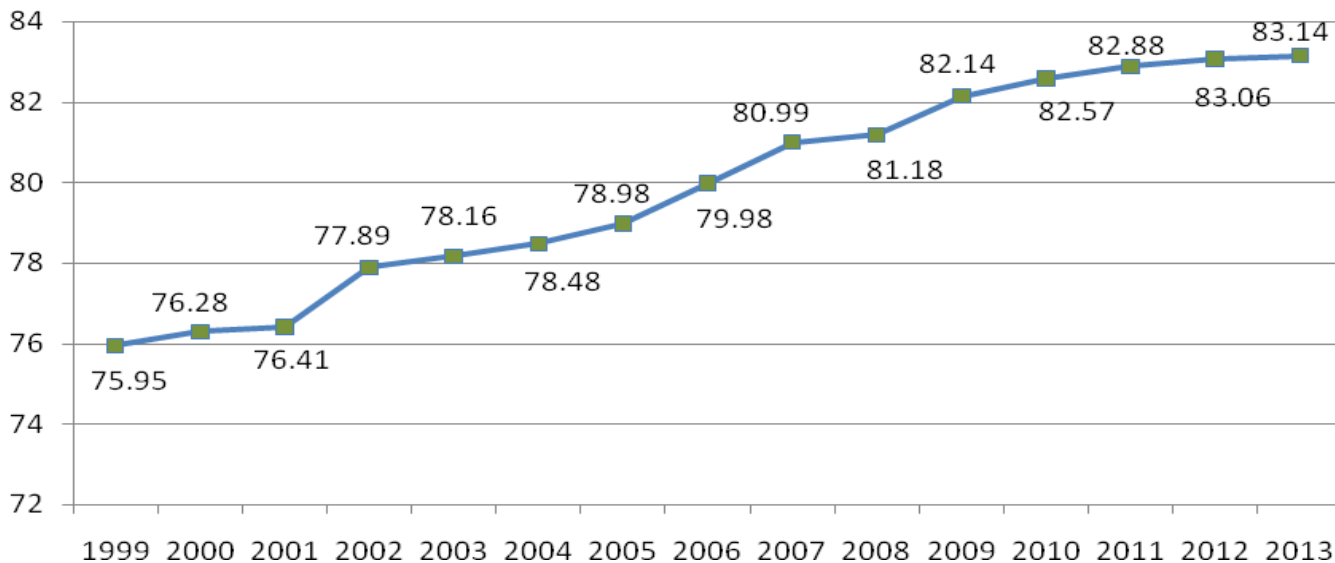
Strategic Goals and Tasks of Quality Development in China

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Opportunities and accomplishments of the quality organization

1. Achievements and challenges of China quality

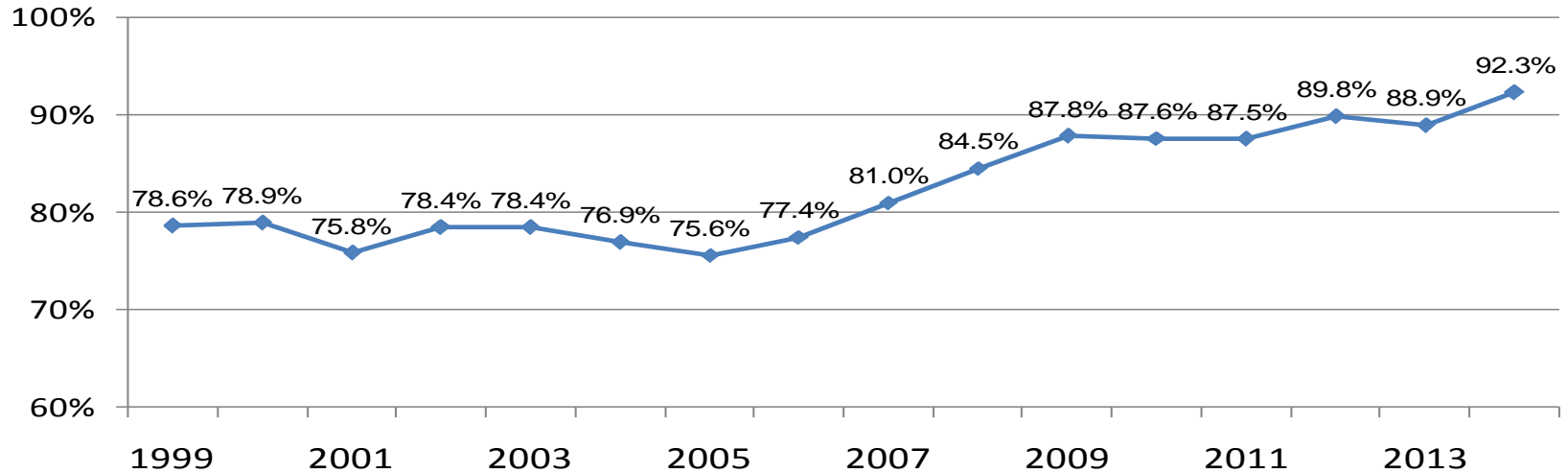
China's manufacturing quality competitiveness index increased from 75.95 in 1999 to 83.14 in 2013



数据来源：32万家规模以上制造企业抽样数据

1. Achievements and challenges of China quality

The qualified rate of the test check in product quality supervision improved from 78.6% in 1999 to 92.3% in 2014



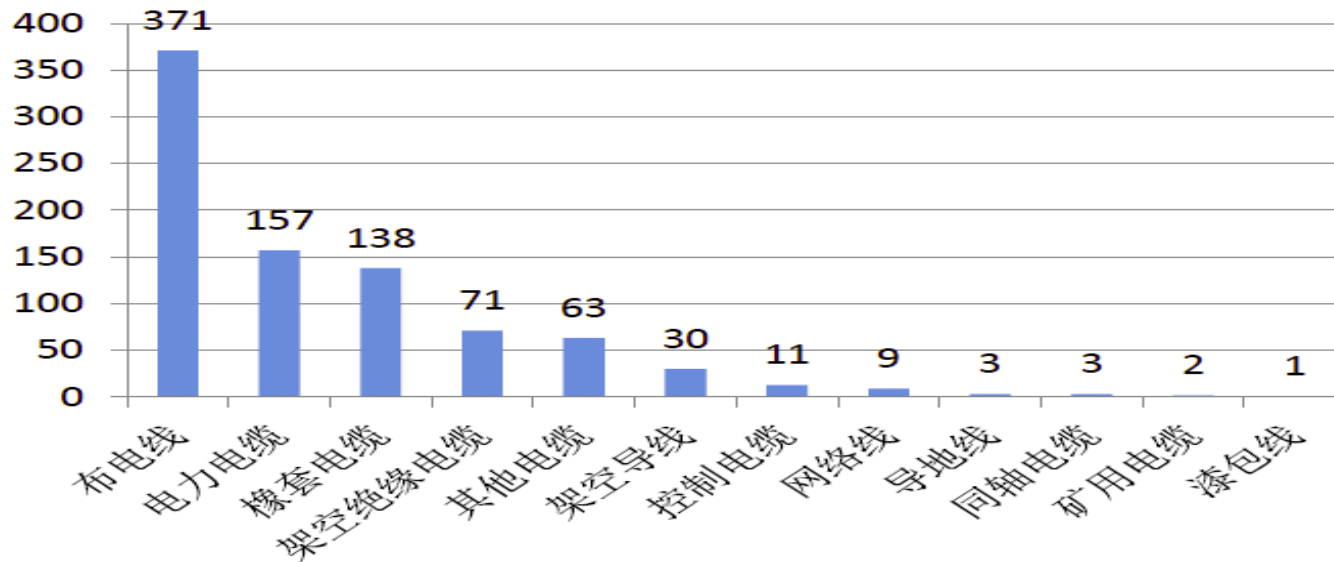
1. Achievements and challenges of China quality

The quality of partial major equipment, consumption and high-tech products has reached or come closer to the level of developed countries.



1. Achievements and challenges of China quality

Product failure rate is lingering at a high level.



数据来源：2014年中国电线电缆市场质量白皮书

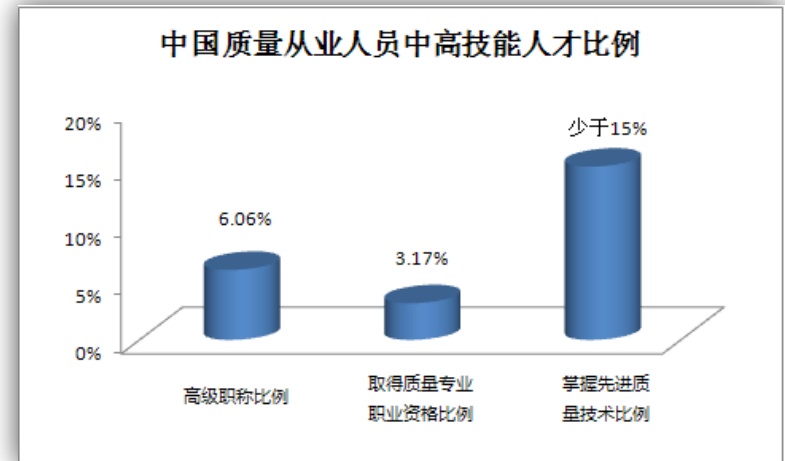
1. Achievements and challenges of China quality

Weak Quality Foundation

Overall standard level is low. There exist problems in China's technical standards, such as lack of technical standards, criss-cross repetition, aging and lagging behind others.

Quality professional and technical personnel fail to satisfy demands.

Chinese products are in the state of embarrassing situation , being characteristic of "OEM power, small brands".



2.Strategic Goals and Tasks of Quality Development in China

Strategic Goal

BY 2025



BY 2050

By 2025, the new competitive advantages in manufacturing quality will have been initially formed with technology, standards, brands and services as a core. The overall manufacturing quality will have basically entered the ranks of the world's manufacturing power.

(1) Product quality standards in major manufacturing industry and strategic emerging industries will have approached to or reached the advanced international level; consumption products quality concerning safety and health will comprehensively achieve the requirements on laws, regulations and mandatory standards.

(2) Industrial structure will have been further optimized, significantly expanding the scale and proportion of quality-sensitive industry; upgrade the quality of inter-industry; improve the quality level in the whole industry chain and achieve quality upgrading in the industry.

(3) Clusters of world first-class level quality manufacturing companies and industrial will have been formed so as to form its own internationally competitive brands.

The overall quality level of China's manufacturing will have entered into the forefront of the world, with the outstanding quality competitiveness, and with significant quality efficiency, making the emergence of a large number of world-class companies and international brands with leading quality and first-class management.

2.Strategic Goals and Tasks of Quality Development in China

Strategic Tasks

Speed up the upgrading of product quality

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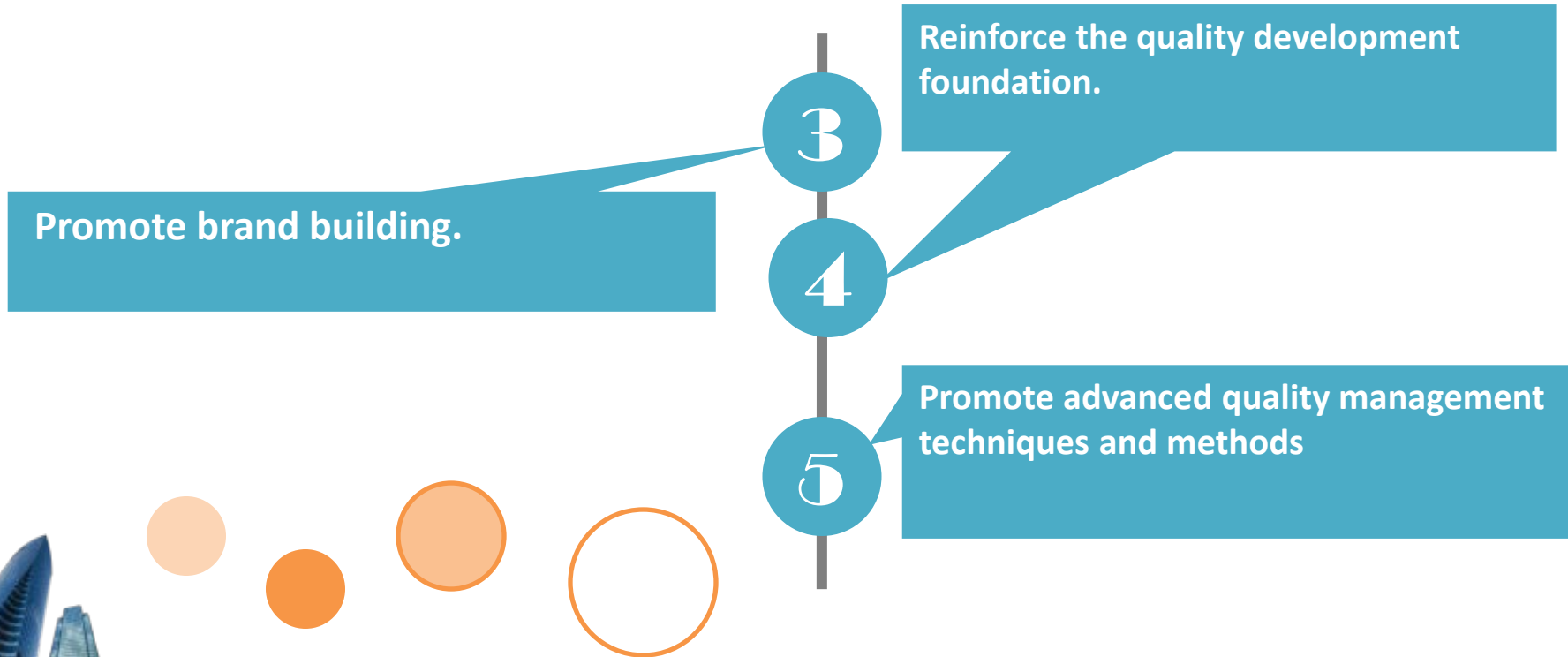
Improve the quality control system.

2



2.Strategic Goals and Tasks of Quality Development in China

Strategic Tasks



3. Opportunities and Accomplishments of the Quality Organization

“Made in China 2025” has drawn up a magnificent blueprint for the development of China’s economy, especially the manufacturing sector. To achieve this plan requires all forces in which the quality organization and international cooperation is indispensable

At Quality Conference in China(Beijing), held in September 2014, the Chinese Premier Li Keqiang indicated: In terms of quality there is no border , and there is no limit for quality improvement. China, as the country of responsibility, for internal policy on the one hand, will vigorously implement the strategy through the improvement of quality to enhance the comprehensive national power ; strengthen the level of quality development, for external on the other hand ; implement a more proactive strategy of opening up and tighten international cooperation.”

3.Opportunities and Accomplishments of the Quality Organization



In the field of quality management, China will strive to develop various kinds of quality organizations; strengthen the construction of social intermediary organizations with respect to quality control, inspection and testing, measurement and calibration, conformity assessment, credit evaluation, etc. to promote the market process of the quality service.



In terms of international exchanges and cooperation of the quality, China is determined to actively participate in and host the international conference of quality; exchange quality management and technological achievements; carry out pragmatic cooperation ect.

3.Opportunities and Accomplishments of the Quality Organization

QUALITY is the life of Shanghai as well as the cornerstone and engine of building Shanghai “Four centers.

Make Shanghai the quality highland with international competence and the overall quality reach to the international advanced level by 2020.



3. Opportunities and Accomplishments of the Quality Organization

1

According to different levels and standards of business, the Quality Association will conduct various forms of membership activities to help enterprises establish a “quality first” management philosophy and master advanced quality management methods such as outstanding performance.

1

Building a multi-level quality service platform

2

Carry out extensive quality training

3

Do a good job in quality research and investigation

4

Establish an international quality communication platform for international cooperation.

3. Opportunities and Accomplishments of the Quality Organization

2

In the past five years, we have been training more than ten thousand quality personnel such as quality engineers, quality managers, Six Sigma Black Belt and Green Belt, system auditors, providing up to ten thousand leaders of corporate training, internal auditor, inspector and other basic quality technical personnel.

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In recent years, we have undertaken hundreds of types of quality research projects commissioned by government and enterprises, taking a positive quality and in-depth exploration in the areas of macro-quality management, quality policies and regulations, the statistical analysis of quality, and business quality strategy etc. Meanwhile we carry out public social surveys at home and abroad based on the quality development and livelihood concerns annually, such as public perception about quality power, the awareness of foreign consumers to Chinese brand survey, public service surveys etc..

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On the one hand we actively ” go out” , leading enterprises to actively participate in international quality conference and learn cutting-edge quality outcomes; on the other hand, we actively welcome foreign experts to explore the common concern issues of quality by means of Shanghai International Quality Symposium platform.

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第21届亚太质量组织国际会议
暨第十届上海国际质量研讨会

**创造
共同繁荣的
质量时代**

时间：2015年11月10-11日
地址：中国·上海国际会议中心

In this pleasant autumn season, Shanghai will welcome the arrival of distinguished academicians. We believe that under the guidance and assistance of the academicians, the quality road in China will be more widened and comprehensive upgrade of China's quality will create common prosperous quality era.



谢谢！

THANKS

