

55th EOQ Congress
World Quality Congress
Budapest, Hungary - June 20-23, 2011

"Navigating Global Quality in a New Era"



55th EOQ Congress

as

World Quality Congress

„Navigating Global Quality in a New Era“

organized by

Hungarian National Committee for EOQ



Program

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

Budapest, Hungary

June 20-23, 2011

**Ministry of Rural Development
CONFERENCE ROOM**

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

NEW QUALITY AND SAFETY REGULATIONS AND DEVELOPMENTS ON THE AGRIFOOD AREA

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

- 10.00 Opening by Zsolt Horváth, Deputy State Secretary of the Ministry of Rural Development, Hungary**
- 10.10 Agricultural Product Quality Schemes in the European Union**
Francis Fay, European Commission, DG Agriculture, Agricultural Product Quality Policy, Brussels, Belgium
- 10.35 Food Safety Challenges in the 21st Century**
Tamás Németh, Hungarian Academy of Sciences, Hungary
- 11.00 Panel Discussion with the Lecturers**
- 11.10 Coffee Break**
- 11.35 Improving the European Innovation Climate in Food Processing Research and Development**
Dietrich Knorr, Technical University Berlin, Germany
- 12.00 Agricultural and Food Innovation and Quality Development – Perspectives for Food Research in FP7**
Dirk Pottier, European Commission, DG Research, Brussels, Belgium
- 12.25 Innovation in the Food Sector through Effective Knowledge Transfer to SME's: Approach and Experiences of the TRUEFOOD FP6 Project**
András Sebők and Adrienn Hegyi, Campden & Chorleywood Food Development Institute, Hungary
- 12.50 Panel Discussion with the Lecturers**
- 13.00 Lunch**
- 14.00 The Role of Quality Assurance Systems in the Hungarian Food Industry**
József Popp and Anikó Juhász, Research Institute for Agricultural Economics, Hungary
- 14.25 Food Safety, Quality, and Legality: Stakeholders with Increasing Impact on Food Producers**
Hans Buser, Federation of the Swiss Food Industries, Switzerland
- 14.50 Six Sigma in Food Production – Challenges for “Bio” Process Optimization**
Detert Brinkmann, Thorsten Klauke, Rolf Ibal and Brigitte Petersen, University of Bonn, Institute for Animal Science, Germany
- 15.15 Panel Discussion with the Lecturers**
- 15.25 Coffee Break**
- 15.50 Integrated Use of Global Standards to Establish an Effective Traceability System for Food Products**
Balázs Fekete, GS1 Hungary Non-Profit CPLC, Hungary
- 16.15 Multi-dimension Possibilities for Traceability in the Food Chain**
József Surányi, Budapest Corvinus University, Hungary
Zoltán Erdős, Qualiment Ltd, Hungary
- 16.35 Quality and Innovation through Sensory Excellence**
Eija Piispa, Bunge Europe, Finland
- 16.55 Determinants of Individual Share of Meat and Importance of the Consumption Awareness**
Gaber Shehata and Souzan Ibrahim El-Sharbatly, Agricultural Economics, Alexandria University, Egypt
- 17.15 QUARISMA – Quality and Risk Management in Meat Chains**
Brigitte Petersen, University of Bonn, Institute for Animal Science, Germany
- 17.35 Panel Discussion with the Lecturers**
- 17.45 Closing Remarks by the Seminar Chair**

19.00-21.00 Welcome Reception in the Kempinski Hotel Corvinus

**KEMPINSKI HOTEL CORVINUS
REGINA BALLROOM I.**

**Erzsébet tér 7-8, Budapest V.
Monday 10:00 – 18:15**

QUALITY IN HEALTH CARE

Seminar Chair: *Sister Mary Jean Ryan, SSM Health Care, St. Louis, MO, USA*

- 10.00 Calling Forth the Spirit of Leadership - Pathway to Organizational Transformation**
Sister Mary Jean Ryan, SSM Health Care, St. Louis, MO, USA
- 10.25 Quality Improvement and Patient Safety Strategy Development in the Hungarian Health Care System**
Krisztina Török, Institute for Quality Development in Health Care and for Hospital Technique, Hungary
- 10.50 A Model for Personnel Allocation at Hospitals**
Ryoko Shimono, Shogo Kato, Satoko Tsuru and Yoshinori Iizuka, University of Tokyo, Japan
- 11.15 Panel Discussion with the Lecturers**
- 13.30 Coffee Break**

Session Chair: *Paula Friedman, SSM Health Care, St. Louise, MO, USA*

- 12.00 High Performance Health Care: Achieving and Sustaining Performance Excellence**
Paula Friedman, SSM Health Care, St. Louise, MO, USA
- 12.25 On the Way to Excellence**
Tamás Kállai, B. Braun Avitum Hungary, CPLC, Hungary
- 12.50 Process Improvement in Health Care**
Ronald J. M. M. Does, University of Amsterdam, the Netherlands
- 13.15 Panel Discussion with the Lecturers**
- 13.30 Lunch**

Session Chair: *Yoshinori Iizuka, University of Tokyo, Japan*

- 14.30 Concept of the Socio-technology for Health Care**
Yoshinori Iizuka, University of Tokyo, Japan
- 14.55 Structured Clinical Knowledge and its Application as a Socio-technology – PCAPS**
Satoko Tsuru, University of Tokyo, Japan
- 15.20 Scheme for Health Care QMS and its Implementation as a Socio-technology – QMS-H Model**
Masahiko Munechika, Waseda University, Tokyo, Japan
- 15.45 Panel Discussion with the Lecturers**
- 16.00 Coffee Break**

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

- 16.30 How a Medical Training Consortium Use Competency – Based Learning to Prepare Future Physicians in Evidence – Based Medicine**
Grace Brannan, Ohio University, College of Osteopathic Medicine, Athens, OH, USA
- 16.55 A Study on the Structure of Educational Content for Health Care Quality and Safety**
Chisato Kajihara, Masahiko Munechika, Masataka Sano and Haizhe Jin, Waseda University, Tokyo, Japan
- 17.20 A Decade of Quality Journey in the Health Care Services**
Nashat Nafouri, Saudi Quality Council, Health Interest Group, Saudi Arabia
- 17.45 Panel Discussion with the Lecturers**
- 18.00 Closing Remarks by the Seminar Chair**

19.00-21.00 Welcome Reception in the Kempinski Hotel Corvinus

KEMPINSKI HOTEL CORVINUS

Erzsébet tér 7-8, Budapest V.

REGINA BALLROOM II.

QUALITY IN PUBLIC ADMINISTRATION

Monday 10:00 – 16:00

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

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

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

10.30 Quality Management in Public Administration

Wolfgang Kaerkes, German Society for Quality, Germany

11.00 Panel Discussion with the Lecturers

11.15 Coffee Break

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

Jan Björing and Johan Gammeldgard, Quality Cities and City of Umea, Sweden

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

Maria Koroleva, Russian Certification Technologies Ltd Russia

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

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

13.00 Panel Discussion with the Lecturers

13.15 Lunch

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

Károly Czibere, Expert of the Hungarian Social Sector, Hungary

14.40 Partner Satisfaction Survey in the National Labour Service

Mónika Bartók, National Labour Service, Hungary

15.05 Improving Quality and Performance with the Public Sector Scorecard

Max Moullin, Sheffield Hallam University, United Kingdom

15.30 Quality Movement in the Income Tax Department in India

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

15.55 Panel Discussion with the Lecturers 16.00 Coffee Break

SALON CORVINUS

Pre-Congress Workshop 1.

Monday 10:00 – 17:00

10.00 Quality Assurance in the Pharmaceutical Industry

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

11.30 Coffee Break 13.15 Lunch 15.30 Coffee Break

SALON BANDINI

Pre-Congress Workshop 2a.

Monday 10:00 – 13:00

10.00 Statistical Thinking Development for a Proactive Quality Assurance

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

11.30 Coffee Break 13.00 Lunch

SALON BANDINI

Pre-Congress Workshop 2b

Monday 14:00 – 17:00

14.00 Workplace Cooperation – An Approach to Productivity & Quality

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

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

15.30 Coffee Break

SALON MARZIO

Pre-Congress Workshop 3a.

Monday 10:00 – 13:00

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

Michael Kaye, University of Portsmouth Business School, United Kingdom

Marilyn Dyason, National School of Government, United Kingdom

11.30 Coffee Break 13.00 Lunch

Pre-Congress Workshop 3b.

Monday 14:00 – 17:00

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

Margery Mayer, Global Operations Experts, USA

15.30 Coffee Break

19.00-21.00 Welcome Reception in the Kempinski Hotel Corvinus

OPENING CEREMONY

Tuesday 9:00 – 10:30

9.00 Opening Ceremony

Cultural Program

Greetings and Opening

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

Greetings by the Representatives of International and National Organizations

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

**Presentation of Zoltán Cséfalvay, Minister of State for Economic Strategy for National Economy,
Ministry for National Economy, Hungary**

10.30 Coffee Break

OPENING PLENARY SESSION

Tuesday 11:00 – 12:30

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

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

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

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

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

12.00 Innovation and Quality

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

12.30 Lunch

CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS

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

SALON BANDINI/MARZIO

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

Co-Organizer: Óbuda University

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

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

13.45 The EOQ Personnel Certification and Registration

Eric Janssens, European Organization for Quality, Brussels, Belgium

Enrique Marco, EOQ Personnel Registration Unit, Spain

14.15 The EOQ Personnel Certification and Registration – Results and Experiences in Germany

Thomas Votsmeier, German Society for Quality, Germany

14.45 Panel Discussion with the Lecturers

15.00 Coffee Break

SALON BANDINI/MARZIO

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

Co-Organizer: Óbuda University

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

15.30 Personnel Certification in a World of Change

Anni Koubek, Quality Austria, Austria

15.55 The Cooperation with Professional Associations – Possible Future for Personnel Certification

Romana Hofmanova, Czech Society for Quality, Czech Republic

16.20 QUARISMA – Adoption of the QM Qualification "Quality System Manager Junior" in Meat Chains

Susanne Lehnert and Pieterneel Luning, Wageningen University, The Netherlands

16.45 Effects of Advanced Terminology in Quality Management - A Study at Swedish Organizations

Liv Marcks von Würtemberg, Evelina Ericsson and Lars Sörqvist, Industrial Information and Control Systems, Royal Institute of Technology, Sweden

17.10 Panel Discussion with the Lecturers

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

**CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS**

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

REGINA BALLROOM I.

Tuesday 13:30 – 15:00

INNOVATION AND QUALITY I.

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

- 13.30 Developing Innovation Management as a Core Organizational Competence**
Kostas N. Dervitsiotis, University of Piraeus, Greece
- 13.55 Hoshin Kanri – A Strategic Approach to Continuous Improvement**
David Hutchins, David Hutchins Innovation Limited, United Kingdom
- 14.20 Economics for Quality as the Scientific Basis of Managing the Quality and Innovation**
Vladimir V. Okrepilov, Member of RAS, Test-St. Petersburg, Russia
- 14.45 Panel Discussion with the Lecturers**
- 15.00 Coffee Break**

REGINA BALLROOM I.

Tuesday 15:30 – 17:30

INNOVATION AND QUALITY II.

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

- 15.30 Quality Chicken or Innovation Egg?**
Zigmund Bluvband, ALD Ltd., Israel
- 15.55 Innovations and Quality for Higher Competitiveness of Companies**
Devender Malhotra and Shalabh Srivastava, Wipro BPO, India
- 16.20 Improve Quality beginning from Development to Production for Steel Strips**
Helmut Hlobil, VATRON Ltd., Austria
- 16.45 Quality Management of Iron Ore and Coal by Raw Material Division of Tata Steel**
Rewati R. Srivastava and Rajesh Murkherjee, Tata Steel Ltd., India
- 17.10 Panel Discussion with the Lecturers**
- 18.00 Departure to the Gala Dinner by bus from the Kempinski Hotel Corvinus**

**CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS**

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

REGINA BALLROOM II.

REPOSITIONING QUALITY FOR MANUFACTURING I.

Tuesday 13:30 – 15:00

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

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

REGINA BALLROOM II.

REPOSITIONING QUALITY FOR MANUFACTURING II.

Tuesday 15:30 – 17:30

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

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

CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS

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

REGINA BALLROOM III.

Tuesday 13:30 – 15:00

MANAGEMENT OF QUALITY OR QUALITY OF MANAGEMENT I.

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

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

REGINA BALLROOM III.

Tuesday 15:30 – 17:30

MANAGEMENT OF QUALITY OR QUALITY OF MANAGEMENT II.

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

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

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

**CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS**

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

SALON CORVINUS

Tuesday 13:30 – 15:00

MANAGEMENT SYSTEM CERTIFICATION AND THE AUDITS

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

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

SALON CORVINUS

Tuesday 15:30 – 17:30

QUALITY DEVELOPMENT AND MEASUREMENT METHODS

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

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

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

**CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS**

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

SALON REGIOMONTANUS

Tuesday 13:30 – 15:00

CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT I.

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

- 13.30 Development Policy, Quality and Sustainability**
Györgyi Nyikos, Ministry of National Development, Hungary
- 13.50 Be Responsible**
László Török, Grundfos Manufacturing Hungary, Hungary
- 14.10 How the Construction Industry is able to Build a Sustainable World**
Joal Teitelbaum, Best Home, Teitelbaum Engineering, Brazil
- 14.30 Two Models – One Journey to Sustained Development**
Viktor Yagodzinskyi, Personnel Training Centre, Ukrainian Association for Quality, Ukraine
- 14.50 Panel Discussion with the Lecturers**
- 15.00 Coffee Break**

SALON REGIOMONTANUS

Tuesday 15:30 – 17:30

CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT II.

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

- 15.30 Quality in Governance**
Marcos Bertin, Bertin Quality Consulting, Argentina
Greg Watson, International Academy for Quality, Finland
- 15.50 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
- 16.10 CSR as a Concept With Special Regard to Core Business and Target Groups**
Erzsébet Szegedi, Hungarian National Committee for EOQ, Hungary
- 16.30 Integration of Sustainability into the Business Processes of a Food Company**
Katarina Gazi-Pavelic, Podravka d.d. Croatia
- 16.50 Quality Construction, Quality Certification – From the Energetics Development to the Quality of Life**
Károly Matolcsy, Non-profit Company for Quality Control and Innovation Building, Hungary
- 17.10 Panel Discussion with the Lecturers**

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

CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS

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

SALON BANDINI/MARZINO

EDUCATION OF QUALITY – QUALITY OF EDUCATION III. Wednesday 8:30 – 10:30

Co-Organizer: Óbuda University

Session Chair: Gábor Veress, University of Pannonia, Hungary

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

SALON BANDINI/MARZINO

Wednesday 11:00 – 12:30

QUALITY POLICY, ACCREDITATION AND SUSTAINABILITY

Session Chair: Thong Ngee Goh, University of Singapore, Singapore

- 11.00 European Quality Policy**
Zacharias Bilalis, European Commission, DG Enterprise and Industry, Brussels, Belgium
- 11.20 The European Accreditation Infrastructure and the Importance of the EA MLA**
Rózsa Ring, National Accreditation Body, Hungary
- 11.40 Development of a Sustainable National Accreditation Body for Engineering and Technology Laboratories Accreditation in Libya**
Tarek Elsmuai, Nottingham Trent University, United Kingdom
- 12.00 Management Systems: a Path to Organizational Sustainability**
Paulo Sampaio, University of Minho, Portugal
Pedro Saraiva, University of Coimbra, Portugal
- 12.20 Panel Discussion with the Lecturers**
- 12.30 Lunch**

CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS

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

REGINA BALLROOM I.

Wednesday 8:30 – 10:30

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

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

REGINA BALLROOM I.

Wednesday 11:00 – 12:30

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

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

CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS

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

REGINA BALLROOM II.

Wednesday 8:30 – 10:30

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

REGINA BALLROOM II.

Wednesday 11:00 – 12:30

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

CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS

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

REGINA BALLROOM III.

Wednesday 8:30 – 10:30

FUTURE OF QUALITY AND RISK MANAGEMENT

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

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

REGINA BALLROOM III.

Wednesday 11:00 – 12:30

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**

CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS

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

SALON CORVINUS

Wednesday 8:30 – 10:30

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

- 8.30** **People Involvement and Workplace Cooperation for Quality: The Case of Universal Robina Corporation, Philippines**
Jose C. Gatchalian, Quality Partners Company Ltd, Philippines
- 9.00** **Creating Organizational Capabilities to Improve the Quality of Management AND the Management of Quality with the People CMM**
Yan Bello Méndez, SpaceMinds, Spain
- 9.25** **Managing Quality in Learning Networks**
Anni Koubek, Quality Austria, Austria
- 9.50** **Involvement of People – Motivation Versus Manipulation**
Olga Stajdohar-Paden, Croatian Society for Quality, Croatia
- 10.15** **Panel Discussion with the Lecturers**
- 10.30** **Coffee Break**

SALON CORVINUS

Wednesday 11:00 – 12:30

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

- 11.00** **Presumption of Responsibility**
Vadim Lapidus, Priority Consulting Center, Russia
- 11.25** **Studies on Quality Specification of Care Service for the Vulnerable Elderly and Disabled**
Xiaofen Tang, Shanghai Association for Quality, China
- 11.50** **The Quality of the Human Resources – New Aspects of Quality in the 21st Century**
György Szügyi, Euromenedzser Consulting and Education Center, Hungary
- 12.15** **Panel Discussion with the Lecturers**
- 12.30** **Lunch**

CONCURRENT SESSIONS
KEMPINSKI HOTEL CORVINUS

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

SALON REGIOMONTANUS

Wednesday 8:30 – 10:30

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

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

SALON REGIOMONTANUS

Wednesday 11:00 – 12:30

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

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

**KEMPINSKI HOTEL CORVINUS
REGINA BALLROOM**

Erzsébet tér 7-8, Budapest V.

CLOSING PLENARY SESSION

Wednesday 13:30 – 17:00

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

13.30 A Journey to Excellence in Two Organizations

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

14.00 Innovation of Quality – Quality of Innovation

The Way how KNORR does it

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

14.30 The Golden Triangle of Management: Competitiveness, Profitability and Sustainability.

How can International Standards Help?

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

15.00 Breakthrough Management in India

Shoji Shiba, Professor Emeritus of the Tsukuba University, Japan

16.00 Closing Remarks by the Congress Chairman

Recognitions and Awards

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

17.30 WAQ Meeting (Agenda will be distributed later)

**KEMPINSKI HOTEL CORVINUS
MAIN ENTRANCE**

Erzsébet tér 7-8, Budapest V.

Factory Visits**Thursday 8:00 – 13:00**

DREHER Brewery Company, Budapest

www.dreher.hu

GRUNDFOS Hungary Production, Tatabánya

www.grundfos.hu

Herend Porcelain Manufactory, Herend

www.herend.com

SPAR Hungary Trade Company, Budapest

www.spar.hu**Sponsors****National Main Sponsors:**

National Innovation Office

www.nih.gov.hu

B. Braun Avitum Hungary CPLC

www.bbraun.hu**Gold Sponsor:**

GRUNDFOS Hungary Production Ltd.

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GS1 Hungary Non-Profit Co.

www.gs1hu.org

SGS

www.sgs.com

University Óbuda

www.uni-obuda.hu**GALA DINNER****TUESDAY June 21, 2011, 18:00 – 23:00****Lazar Equestrian Park**

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