

# World Quality Forum of the International Academy for Quality (IAQ)

“Quality for Future of the World”

Budapest

October 26 to 27, 2015

## October 26, 2015 Monday

- 09:00 Opening and Welcome  
*Janak Mehta, India, Chair of IAQ*
- 09:10 In Remembrance of the IAQ Founders: Armand Val Feigenbaum, Kaoru Ishikawa and Walter Masing  
*Hans Dieter Seghezzi, Liechtenstein, Honorary Member of IAQ*
- 09:20 Advanced TQM for the New Era  
*Noriaki Kano, Japan, Honorary Member of IAQ and ASQ*  
The Premier Memorial Ishikawa Lecture
- 11:00 Coffee Break

### Executive IAQ PANEL: QUALITY AND CORPORATE MANAGEMENT

- Chair: *Marcos Bertin, Argentina*
- 11:30 Chair's Introduction
- 11:40 *Makato Nakao, Japan:*  
Promotion of QOM and Increasingly Important Roles of Top Management in the Global Perspective
- 11:55 *Willfried Heist, Germany:*  
Excellence and Values – Way to EFQM Prize and Zero Defect
- 12:10 *Greg Watson, USA/Finland:*  
The Price of Non-Policy
- 12:25 Panel Discussion
- 12:40 Open Discussion
- 12:55 Chair's Concluding Remarks
- 13:00 Lunch

#### STREAM A

##### A1 IAQ PANEL: FUTURE OF QUALITY PROFESSION

- Chair: *Blanton Godfrey, USA*
- 14:00 Chair's Introduction
- 14:10 *Mohamed Zairi, United Kingdom:* The New Face of Quality Philosophy and the New Breed of Quality Professionals
- 14:25 *Hiroshi Osada, Japan:* From Quality Manager to Quality Innovator
- 14:40 *Joe DeFeo, USA:* The Chief Quality Officer and Effective Leadership
- 14:55 Panel Discussion
- 15:10 Open Discussion
- 15:25 Chair's Concluding Remarks
- 15:30 Coffee Break

#### STREAM B

##### B1 QUALITY TOOLS, TECHNIQUES AND METHODS

- Chair: *Liz Keim, USA*
- 14:00 *Thomas Fehlmann and Eberhard Kranich, Germany:* The New ISO/WD 16355 Standard, Transfer Functions and the Effect of Ratio Scale in QFD
- 14:20 *Kazuyuki Suzuki, Japan:* Quality Assurance and Prevention of Problems
- 14:40 *Barna Szamosi and Laszlo Pokoradi, Hungary:* The Intersubjectivity Knowledge of Effect for FME Analysis
- 15:00 *Pedro Saraiva, Portugal:* Multiscale Quality
- 15:20 Discussion
- 15:30 Coffee Break

#### STREAM C

##### C1 ISO 9001:2015 AND RISK MANAGEMENT

- Chair: *Shan Ruprai, Australia*
- 14:00 Paul Harding, South Africa: Executive Responsibility according to ISO 9001:2015
- 14:20 *Juhani Anttila and Kari Jussila, Finland:* ISO 9001:2015 – A Questionable Reform
- 14:40 *Elizabeth Cudney and Kristin Case USA:* Contributing Hoshin Canri to Address ISO 9001:2015 Requirements
- 15:00 *Andras Tohl, Hungary:* Preparatory Steps for Implementation and Auditing against ISO 9001:2015
- 15:20 Discussion
- 15:30 Coffee Break

#### STREAM D

##### D1 QUALITY MANAGEMENT DEVELOPMENT (1)

- Chair: *Robert Schmitt, Germany*
- 14:00 *Thomas Friedli and Uli Schneider, Switzerland:* Global Quality Management
- 14:25 *Kari Jussila and Juhani Anttila, Finland:* Quality Management in Enhancing Firm's Financial Performance in Global Operations
- 14:50 *Miroslav Drjajca, Croatia:* Restructuring of the Management System and the Role of Top Management
- 15:15 Discussion
- 15:30 Coffee Break

<p><b>A2 IAQ PANEL: QUALITY AND INNOVATION</b></p> <p>Chair: <i>Tilo Pfeifer</i>, Germany</p> <p>16:00 Chair's Introduction</p> <p>16:10 <i>Greg Watson</i>, USA/Finland: Quality in an Age Demanding Innovation</p> <p>16:25 <i>Kwai-Sang Chin</i>, Hong Kong, China: Quality and Innovation: a Partner or a Substitute? Management System vs. Innovation</p> <p>16:40 <i>Robert Schmitt</i>, Germany: The Role of Quality Management in Future Innovation Processes for Smart Products</p> <p>16:55 Panel Discussion</p> <p>17:10 Open Discussion</p> <p>17:25 Chair's Concluding Remarks</p> <p>19:30 Gala Dinner</p>	<p><b>B2 LEAN AND DAILY QUALITY MANAGEMENT</b></p> <p>Chair: <i>Yoshinori Iizuka</i>, Japan</p> <p>16:00 <i>Yukihiko Ando</i>, Japan: Amazing Power of Daily Quality Management and its Difficulties</p> <p>16:20 <i>Vadim Lapidus</i>, Russia: Design of Quality Management Systems in Vertically Integrated Structures - Effective Management: Quality, Lean, Risks</p> <p>16:40 <i>Jose Gatchalian</i>, Philippines: Workforce Engagement towards Total Quality – Through Workplace Cooperation</p> <p>17:00 <i>Balazs Nemeth</i>, Hungary: Value Stream Improvement – Activities and Results</p> <p>17:20 Discussion</p> <p>19:30 Gala Dinner</p>	<p><b>C2 CORPORATE SOCIAL RESPONSIBILITY (CSR)</b></p> <p>Chair: <i>Bo Bergman</i>, Sweden</p> <p>16:00 <i>Erzsebet Szegedi</i>, Hungary: How Can a Gamified Approach Support CSR Goals, Meeting Europe 2020 Targets?</p> <p>16:20 <i>Miflora Gatchalian</i>, Philippines: Filipino „Sugod” (Move-on Together): Framework for a Sustainable Quality Improvement</p> <p>16:40 <i>Gyorgy Szugyi</i>, Hungary: The Quality of the Working Style of Human Resources</p> <p>17:00 <i>Jitendra Agrawal and Umesh Shetty</i>, India: Business Process Management: A Leap in Insurance Industry</p> <p>17:20 Discussion</p> <p>19:30 Gala Dinner</p>	<p><b>D2 QUALITY MANAGEMENT DEVELOPMENT (2)</b></p> <p>Chair: <i>Janos Takacs</i>, Hungary</p> <p>16:00 <i>Simon Feary</i>, United Kingdom: Repositioning the Quality Profession</p> <p>16:20 <i>David Hutchins</i>, United Kingdom: Quality Mastery by Workplace Agreement</p> <p>16:40 <i>Lotto Lai</i>, Hong Kong, China: Quality Startup Management System Model</p> <p>17:00 <i>Lajos Kovacs</i>, Hungary: Computer System Verification and Validation in the Pharmaceutical Industry</p> <p>17:20 Discussion</p> <p>19:30 Gala Dinner</p>
--	---	--	---

## October 27, 2015 Tuesday

STREAM A	STREAM B	STREAM C	STREAM D
<p><b>A3 IAQ PANEL: QUALITY STRATEGIES FOR GLOBAL COMPETITIVENESS</b></p> <p>Chair: <i>Bjørn Andersen</i>, Norway</p> <p>09:00 Chair's Introduction</p> <p>09:10 <i>Shan Rupraj</i>, Australia: Cradle to Success: Ups, Downs &amp; Best Practice QMS</p> <p>09:25 <i>Thomas Prefi</i>, Germany: Quality Culture – How to Set up a Framework for Quality Oriented Thinking and Behavior</p> <p>09:40 <i>Glenn Mazur</i>, USA: Quality Function Deployment (QFD) for Global Competitiveness in Product Development Using ISO 16355</p> <p>09:55 Panel Discussion</p> <p>10:10 Open Discussion</p> <p>10:25 Chair's Concluding Remarks</p> <p>10:30 Coffee Break</p>	<p><b>A6(B3) IAQ PANEL: SUSTAINABILITY AND QUALITY</b></p> <p>Chair: <i>Janak Mehta</i>, India</p> <p>09:00 Chair's Introduction</p> <p>09:10 <i>Mats Deleryd</i>, Sweden: On the Relationship between Quality and Sustainability</p> <p>09:25 <i>N. Ramanathan</i>, India: Quality and the Seven Environmental Challenges of the Planet</p> <p>09:40 <i>Lars Sorqvist</i>, ASQ/IAQ Team, Sweden: Sustainable Development Goals – Joining Efforts to Save the Planet Water</p> <p>09:55 Panel Discussion</p> <p>10:10 Open Discussion</p> <p>10:25 Chair's Concluding Remarks</p> <p>10:30 Coffee Break</p>	<p><b>A7(C3) IAQ PANEL: GLOBAL QUALITY EDUCATION FORWARD</b></p> <p>Chair: <i>Roland Jahnke</i>, Germany</p> <p>09:00 Chair's Introduction</p> <p>09:05 <i>Pedro Saraiva and Maria Joao Rosa</i>, Portugal: Higher Education Quality</p> <p>09:20 <i>Juhani Anttila and Kari Jussila</i>, Finland: Quality Evaluation of Education and Learning</p> <p>09:35 <i>Ildiko Csoka and Gabor Szabo</i>, Hungary: European Universities Association's Institutional Evaluation Program at University of Szeged, Hungary</p> <p>09:50 <i>Grace Brannan</i>, USA: Quality Improvement Training in Medical School</p> <p>10:05 Panel Discussion</p> <p>10:15 Open Discussion</p> <p>10:25 Chair's Concluding Remarks</p> <p>10:30 Coffee Break</p>	<p><b>D3 NATIONAL QUALITY POLICY – NATIONAL (REGIONAL) QUALITY AWARD</b></p> <p>Chair: <i>Vadim Lapidus</i>, Russia</p> <p>09:00 <i>Harnek Singh</i>, Singapore: Embracing Business Excellence: Singapore and ST Engineering's Experience – Challenges, Success Factors and Impact</p> <p>09:20 <i>Deng Ji and Jiang Shudong</i>, China: The Monitoring Report about East China Public Service Quality 2014</p> <p>09:40 <i>Nasser Alsalmani</i>, Netherlands: A Quality Management Approach from an Islamic Perspective</p> <p>10:00 <i>Ivan Ng</i>, Hong Kong, China: An Organization Development Study of the Impact of Cultural Factors on the Implementation of the Six Sigma Methodology in Southern China</p> <p>10:20 Discussion</p> <p>10:30 Coffee Break</p>

STREAM A	STREAM B	STREAM C	STREAM D
<p><b>A4 IAQ PANEL: QUALITY IN SERVICE</b></p> <p>Chair: <i>"Parsu" Parasuraman</i>, USA</p> <p>11:00 Chair's Introduction</p> <p>11:10 <i>Paul Lillrank</i>, Finland: The Ontology and Epistemology of Service Quality</p> <p>11:25 <i>Jamison Kovach</i>, USA: Application and Benefit of Quality Improvement Efforts in Service Operations</p> <p>11:40 <i>Anil Sachdev</i>, India: Improving Service Quality – Key Challenges and Approach</p> <p>11:55 Panel Discussion</p> <p>12:10 Open Discussion</p> <p>12:25 Chair's Concluding Remarks</p> <p>12:30 Lunch</p>	<p><b>B4 SUPPLY CHAIN MANAGEMENT</b></p> <p>Chair: <i>Thomas Prefi</i>, Germany</p> <p>11:00 <i>Janos Takacs</i>, Hungary: Development of Supply Chain Management</p> <p>11:20 <i>Nina Kandler-Schmitt</i>, Germany: 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</p> <p>11:40 <i>Syamrath Suthanukul and Vipaporn Virachanang</i>, Thailand: Export Service Center, Hybrid Logistics Model to Strengthen Export Competitiveness</p> <p>12:00 <i>Attila Vass</i>, Hungary: Quality Service Providers' Added Value in Supply Chain Management</p> <p>12:20 Discussion</p> <p>12:30 Lunch</p>	<p><b>C4 PROBLEM SOLUTIONS – CASE STUDIES</b></p> <p>Chair: <i>Blanton Godfrey</i>, USA</p> <p>11:00 <i>Grace Brannan</i>, USA: Innovation and Stakeholder by In in a Consortium</p> <p>11:20 <i>Zigmund Bluvband</i>, Israel: "Restaurant Bill Effect": Concept and some Applications</p> <p>11:40 <i>Tamas Mezey</i>, Hungary: Problem Solving Methods &amp; Tools in the Tourism</p> <p>12:00 <i>Marco Reis and Pedro Saraiva</i>, Portugal: New Trends of SPC and Data Analysis in Industry</p> <p>12:20 Discussion</p> <p>12:30 Lunch</p>	<p><b>D4 QUALITY DEVELOPMENT IN HEALTHCARE</b></p> <p>Chair: <i>Ronald Does</i>, Netherlands</p> <p>11:00 <i>Azat Abdrakhmanov</i>, Kazakhstan: Innovation Management in Healthcare System of Kazakhstan is a Way to the International Competitiveness</p> <p>11:20 <i>Harriet Nembhard</i>, USA: The Role of Quality Improvement Methods in Healthcare Delivery Science and Translational Research</p> <p>11:40 <i>Shancheng Jiang and Kwai Sang Chin</i>, Hong Kong, China: Forecasting the Volume of Patient Arrival to an Emergency Department in Hong Kong Using Time Series Regression Method and Artificial Intelligence Method</p> <p>12:00 <i>Rita Denes and Zsuzsanna Toth</i>, Hungary: Quality Indicators in the Healthcare</p> <p>12:20 Discussion</p> <p>12:30 Lunch</p>
<p><b>A5 IAQ PANEL: QUALITY IN HEALTH ARE</b></p> <p>Chair: <i>Robert King</i>, USA</p> <p>13:30 Chair's Introduction</p> <p>13:40 <i>Yoshinori Iizuka</i>, Japan: Quality Management Approach to Healthcare – Its Meaning and Significance</p> <p>13:55 <i>Ronald Does</i>, Netherlands: Operational Excellence in Healthcare</p> <p>14:10 <i>Elizabeth Cudney and Harriet Nembhard</i>, USA: Development of a Bed System to Improve Patient Access to Care</p> <p>14:25 Panel Discussion</p> <p>14:40 Open Discussion</p> <p>14:55 Chair's Concluding Remarks</p> <p>15:00 Coffee Break</p>	<p><b>B5 SIX SIGMA, DATA PROCESSING AND DATA ANALYSIS</b></p> <p>Chair: <i>Hiroshi Osada</i>, Japan</p> <p>13:30 <i>Lars Sorqvist</i>, Sweden: Integration of Six Sigma and Lean Gives Better Results</p> <p>13:50 <i>Zhen He, Yujia Deng and Min Zhang</i>, China: Six Sigma Implementation in China: Successes and Challenges</p> <p>14:05 <i>Matthew Barsalou</i>, Germany: Practical Statistical Problem Solving Using Minitab to Explore the Problem</p> <p>14:20 <i>Javed Cheema</i>, USA: Developing Predictive Quality Scorecards – A Futuristic Approach to Quality Management</p> <p>14:35 <i>Balint Bedzsula and Jozsef Topar</i>, Hungary: Process Improvement with Measurable Data in Higher Education Institution</p> <p>14:50 Discussion</p> <p>15:00 Coffee Break</p>	<p><b>C5 BRANCHENSPECIFIC QUALITY MANAGEMENT APPROACHES: AGRICULTURE AND FOOD INDUSTRY</b></p> <p>Chair: <i>Miflora Gatchalian</i>, Philippines</p> <p>13:30 <i>Evamaria Melcher, Brigitte Petersen, Susanne Lehnert and Judith Kreyenschmidt</i>, Germany: Unannounced Audits in the Food Industry as a New Instrument of Hygiene and Quality Control based on the Example of IFS Food Checks</p> <p>13:50 <i>Zoltan Lakner and Erzsebet Szabo</i>, Hungary: Network and Vulnerability Analysis of International Spice Trade</p> <p>14:10 <i>Geza Marai, Geza Csibor and Balazs Csibor</i>, Hungary: The Agricultural Quality and Environmental Management in the New Certification System "Tájgazda"</p> <p>14:30 <i>Ying Ma and Victor Mellao</i>, China: Food and Nutrition Security Policy in Brazil: Empowering Quality Management in Family Farming Cooperatives (Team)</p> <p>14:50 Discussion</p> <p>15:00 Coffee Break</p>	<p><b>D5 BRANCHENSPECIFIC QUALITY MANAGEMENT APPROACHES: AUTOMOTIVE INDUSTRY</b></p> <p>Chair: <i>Istvan Lepsenyi</i>, Hungary</p> <p>13:30 <i>Nina Kandler-Schmitt</i>, Germany: VDA QMC: Quality Management Center of the German Automotive Industry Association – Driving Excellence in the Automotive Supply Chain</p> <p>13:50 <i>Agota Dregelyi-Kiss</i>, Hungary: Performance Verification of Dimensional Measuring Instruments in Automotive Industry</p> <p>14:10 <i>Willy Vandenbrande</i>, Belgium: SPC: Should we Keep on Fighting a Lost Battle?</p> <p>14:30 <i>Ronrapee Leelawong and Atittaya Veerakanjana</i>, Thailand: "TPM Green-Belt": A Comprehensive Development Program for Continuous Improvement Competency of Engineers</p> <p>14:50 Discussion</p> <p>15:00 Coffee Break</p>

## October 27, 2015 Tuesday

### CLOSING PLENARY SESSION

- Chair: *Pal Molnar*, IAQ President, Hungary
- 15:30 Posters Introducing and Evaluating by *Liz Keim*, IAQ Vice President, USA
- 15:50 Structured Improvement for the 21<sup>st</sup> Century: A New Model from Europe  
*Pedro Saraiva*, Portugal, *Bjorn Andersen*, Norway, *Lars Sorqvist*, Sweden, *Gregory Watson*, USA/Finland
- 16:10 Going Along the Road of Quality Power: China's Choice  
*Tang Xiaofen*, China  
The Premier Memorial Feigenbaum Lecture
- 16:30 Technical and Human Dimensions of Quality  
*Gregory Watson*, Honorary Member of IAQ, USA/Finland  
The Premier Memorial Masing Lecture
- 17:00 Closing Remarks

### POSTERS

- P01 *Ildiko Ziegler and Lilla Sugo*, Hungary: Implementation of EMA's New Toxicology-based Regulation on Setting Cleaning Limit – Some Practical Aspects of Cross-contamination
- P02 *Reka Viola, Gyongyver Soos and Ildiko Csokai*, Hungary: Quality of Pharmacy-based Care: Development of National Practice Guidelines
- P03 *Daniel Szendrenyi, Reka Viola and Ildiko Csokai*, Hungary: Quality of Pharmacy Services: Evaluation of Patient Satisfaction
- P04 *Anita Kovacs, Edina Pallagi and Ildiko Csokai*, Hungary: Quality by Design Approach in Pharmaceutical and Cosmetic Research and Industry: Strategic Thinking for International Competitiveness
- P05 *Barbara Gyarmati-Feher and Ildiko Csokai*, Hungary: Introduction of Entrepreneurship Course into the Pharmacy Education at University of Szeged
- P06 *Edina Pallagi, Rita Ambrus, Anita Kovacs and Ildiko Csokai*, Hungary: Quality by Design in Nano-Pharmaceutical Development: Presentation of a Software-based Prediction
- P07 *Sara Felszeghi*, Hungary: Quality Control System as a Key Factor for the Efficiency in Health Care
- P08 *Sandor Godeny and Viktor Dombrádi*, Hungary: Quality Assurance and Quality Improvement in Medical Practice by Clinical Audit in Hungary
- P09 *Zoltan Fabian, Ildiko Csoka and Ivan Kovacs*, Hungary: Recent Developments in the Quality Management System at Albert Szent-Györgyi Clinical Center: IIASA-Shiba Award 2014
- P10 *Ildiko Ziegler and Ferenc Billes*, Hungary: Evaluating the Polyphenol Content as Quality Attribute in Green Tea by NIR Spectroscopy – Selected Examples
- P11 *Tamas Szigeti*, Hungary: Quality Control Measures for Verification of Validated Performance Criteria of Analytical Methods
- P12 *Zoltan Szabo and Vilmos Patay*, Hungary: Short Food Chain and Quality Assurance
- P13 *Geza Marai*, Hungary: Natura has it's own Certification!
- P14 *Marco Reis and Pedro Saraiva*, Portugal: Big Data: what's there for Six Sigma?
- P15 *Matthew Barsalou*, Germany: Using a Catapult as a Minitab Capability Sixpack Training Aid
- P16 *Vidosav Majstorovic, Jelena Macuzic, Valentina Marinkovic and Tatjana Sibalija*, Serbia: Application of ISO 9001:2015
- P17 *Gaber Begeš and Janko Drnovsek*, Slovenia: Quality Engineering - Case Study UL-FE
- P18 *Sanatan Kulshrestha*, India: Need for a Paradigm Shift in Quality Philosophy as Applicable of Nanotechnology
- P19 *Willy Vandenbrande*, Belgium: A New Paradigm: Quality of All Life
- P20 *Jitendra Agrawal and Preeti Singh*, India: Policy Deployment: An Application in Insurance Industry
- P21 *Tiiia Tamaru*, Estonia: Customised Use of Excellence Models as Tools for Increasing Competitiveness, Sustainability and Thrivability of Organizations

## October 28, 2015 Wednesday

### POST-FORUM SEMINAR 1 9:00 to 16:00

Setting Strategic Change Priorities by *Gregory Watson*, IAQ Honorary Member, USA/Finland and by *Glenn Mazur*, IAQ Academician, USA