

October 26, 2015 Monday

- 09:00 Opening of the World Quality Forum
Janak Mehta, India, Chair of IAQ
- 09:05 Memory on the IAQ Founders: Kaoru Ishikawa, Walter Masing and Val Feigenbaum
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

A0 IAQ PANEL: QUALITY AND CORPORATE MANAGEMENT

- Chair: *Marcos Bertin, Argentina*
- 11:30 Chair's Introduction
- 11:40 *Makato Nakao, Japan:*
Promotion of GQM and Increasingly Important Roles of Top Management in the Global Perspective
- 11:55 *Istvan Lepsenyi, Hungary:*
Transformation of a European Organization through TQM to Get the EFQM Prize
- 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	STREAM B	STREAM C	STREAM D
A1 IAQ PANEL: FUTURE OF QUALITY PROFESSION	B1 QUALITY TOOLS, TECHNIQUES AND METHODS	C1 ISO 9001:2015 AND RISK MANAGEMENT	D1 QUALITY MANAGEMENT DEVELOPMENT (1)
Chair: <i>Blanton Godfrey, USA</i> 14:00 Chair's Introduction 14:10 <i>Mohamed Zairi, United Kingdom:</i> The New Face of Quality Philosophy and the New Breed of Quality Professionals 14:25 <i>Hiroshi Osada, Japan:</i> From Quality Manager to Quality Innovator 14:40 <i>Charles Aubrey, USA:</i> 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	Chair: <i>Liz Keim, USA</i> 14:00 <i>Thomas Fehlmann and Eberhard Kranich, Germany:</i> The New ISO/WD 16355 Standard, Transfer Functions and the Effect of Ratio Scale in QFD 14:20 <i>Javed Cheema, USA:</i> Developing Predictive Quality Scorecards – A Futuristic Approach to Quality Management 14:40 <i>Barna Szamosi and Laszlo Pokoradi, Hungary:</i> The Intersubjectivity Appearance on the Failure Mode and Effects Analysis 15:00 <i>Pedro Saraiva, Portugal:</i> Multiscale Quality 15:20 Discussion 15:30 Coffee Break	Chair: <i>Shan Ruprai, Australien</i> 14:00 <i>Ngo Van Nhon, Vietnam:</i> ISO 9001:2015 Revision: A Change is Coming 14:20 <i>Juhani Anttila and Kari Jussila, Finland:</i> ISO 9001:2015 – A Questionable Reform 14:40 <i>Elizabeth Cudney and Kristin Case, USA:</i> Contributing to Address ISO 9001:2015 to Requirements 15:00 <i>Andras Tohl, Hungary:</i> Preparatory Steps for Implementation and Auditing against ISO 9001:2015 – Challenges and Opportunities 15:20 Discussion 15:30 Coffee Break	Chair: <i>Robert Schmitt, Germany</i> 14:00 <i>Kostas N. Dervitsiotis, Greece:</i> Exploring Organizational Complexity to Increase Quality, Productivity and Innovation Performance for Total Excellence 14:20 <i>Thomas Friedli and Uli Schneider, Switzerland:</i> Global Quality Management 14:40 <i>Simon Feary, United Kingdom:</i> Repositioning the Quality Profession 15:00 <i>Miroslav Drljača, Croatia:</i> Restructuring of the Management System and the Role of Top Management 15:20 Discussion 15:30 Coffee Break

<p>A2 IAQ PANEL: QUALITY AND INNOVATION</p> <p>Chair: Tilo Pfeifer, Germany</p> <p>16:00 Chair's Introduction</p> <p>16:10 Greg Watson, USA/Finland: Quality in an Age Demanding Innovation</p> <p>16:25 Kwai-Sang Chin, Hong Kong, China: Quality and Innovation: a Partner or a Substitute? Management System vs. Innovation</p> <p>16:40 Robert Schmitt, Germany: Critical To Innovation Quality (CTIQ) – The Role of Quality Management in Future Innovation Processes</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>B2 LEAN AND DAILY QUALITY MANAGEMENT</p> <p>Chair: Yoshinori Iizuka, Japan</p> <p>16:00 Yukihiko Ando, Japan: Amazing Power of Daily Quality Management and its Difficulties</p> <p>16:20 Vadim Lapidus, Russia: Design of Quality Management Systems in Vertically Integrated Structures - Effective Management: Quality, Lean, Risks</p> <p>16:40 Jose Gatchalian, Philippines: Workforce Engagement towards Total Quality – Through Workplace Cooperation</p> <p>17:00 Balazs Nemeth, Hungary: Value Stream Improvement – Activities and Results</p> <p>17:20 Discussion</p> <p>19:30 Gala Dinner</p>	<p>C2 CORPORATIVE SOCIAL RESPONSIBILITY (CSR)</p> <p>Chair: Bo Bergman, Sweden</p> <p>16:00 Willy Vandenbrande, Belgium: A New Paradigm: Quality of All Life</p> <p>16:20 Erzsebet Szegedi, Hungary: How Can a Gamified Approach Support CSR Goals, Meeting Europe 2020 Targets?</p> <p>16:40 Miflora Gatchalian, Philippines: Filipino „Sugod” (Move-on Together): Framework for a Sustainable Quality Improvement</p> <p>17:00 Gyorgy Szugyi, Hungary: The Quality of the Working Style of Human Resources</p> <p>17:20 Discussion</p> <p>19:30 Gala Dinner</p>	<p>D2 QUALITY MANAGEMENT DEVELOPMENT (2)</p> <p>Chair: Vadim Lapidus, Russia</p> <p>16:00 Lotto Lai, Hong Kong, China: Quality Startup Management System Model</p> <p>16:20 David Hutchins, United Kingdom: Quality Mastery by Workplace Agreement</p> <p>16:40 Kari Jussila and Juhani Anttila, Finland: Quality Management for Enhancing the Firm's</p> <p>17:00 Lajos Kovacs, Hungary: Computer System Verification and Validation in the Pharmaceutical Industry</p> <p>17:20 Discussion</p> <p>19:30 Gala Dinner</p>
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October 27, 2015 Tuesday

STREAM A	STREAM B	STREAM C	STREAM D
<p>A3 IAQ PANEL: QUALITY STRATEGIES FOR GLOBAL COMPETITIVENESS</p> <p>Chair: Björn Andersen, Norway</p> <p>09:00 Chair's Introduction</p> <p>09:10 Shan Ruprai, Australien: Cradle to Success: Ups, Downs & Best Practice QMS</p> <p>09:25 Thomas Prefi, Germany: Quality Culture – How to Set up a Framework for Quality Oriented Thinking and Behavior</p> <p>09:40 Glenn Mazur, 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>A6(B3) IAQ PANEL: SUSTAINABILITY AND QUALITY</p> <p>Chair: Janak Mehta, India</p> <p>09:00 Chair's Introduction</p> <p>09:10 Mats Deleryd, Sweden: On the Relationship between Quality and Sustainability</p> <p>09:25 N. Ramanathan, India: Quality and the Seven Environmental Challenges of the Planet</p> <p>09:40 Joal Teitelbaum, Brazil: 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>A7(C3) IAQ PANEL GLOBAL QUALITY EDUCATION FORWARD</p> <p>Chair: Roland Jahnke, Germany</p> <p>09:00 Chair's Introduction</p> <p>09:05 Pedro Saraiva and Maria Joao Rosa, Portugal: Higher Education Quality</p> <p>09:20 Juhani Anttila and Kari Jussila, Finland: Quality Evaluation of Education and Learning</p> <p>09:35 Ildiko Csoka and Gabor Szabo, Hungary: European Universities Association's Institutional Evaluation Program at University of Szeged, Hungary</p> <p>09:50 Grace Brannan, 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>D3 National Quality Policy – National (Regional) Quality Award</p> <p>Chair: Janos Takacs, Hungary</p> <p>09:00 Harnek Sing, Singapore: Embracing Business Excellence: Singapore and ST Engineering's Experience – Challenges, Success Factors and Impact</p> <p>09:20 Nasser Alsalmi, Netherlands: A Quality Management Approach from an Islamic Perspective</p> <p>09:40 Ji Deng, China: The Monitoring Report about East China Public Service Quality 2014</p> <p>10:00 Jitendra Agrawal and Preeti Singh, India: Policy Deployment: An Application in Insurance Industry</p> <p>10:20 Discussion</p> <p>10:30 Coffee Break</p>

STREAM A	STREAM B	STREAM C	STREAM D
<p>A4 IAQ PANEL: QUALITY IN SERVICE</p> <p>Chair: "Parsu" Parasuraman, USA</p> <p>11:00 Chair's Introduction</p> <p>11:10 Paul Lillrank, Finland: The Ontogy and Epistemology of Service Quality</p> <p>11:25 Jamison Kovach, USA: Application and Benefit of Quality Improvement Efforts in Service Operations</p> <p>11:40 Anil Sachdev, 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>B4 SUPPLY CHAIN MANAGEMENT</p> <p>Chair: Thomas Prefi, Germany</p> <p>11:00 Janos Takacs, Hungary: Development of Supply Chain Management</p> <p>11:20 Nina Kandler-Schmitt, 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 Syamrath Suthanukul and Vipaporn Virachanang, Thailand: Export Service Center, Hybrid Logistics Model to Strengthen Export Competitiveness</p> <p>12:00 Attila Vass, Hungary: Quality Service Providers' Added Value in Supply Chain Management</p> <p>12:20 Discussion</p> <p>12:30 Lunch</p>	<p>C4 PROBLEM SOLUTIONS – CASE STUDIES</p> <p>Chair: Chuck Aubrey, USA</p> <p>11:00 Grace Brannan, USA: Innovation and Stakeholder by In in a Consortium</p> <p>11:20 Zigmund Bluvband, Izrael: "Restaurant Bill Effect": Concept and some Applications</p> <p>11:40 Tamas Mezey, Hungary: Problem Solving Methods & Tools in the Tourism</p> <p>12:00 Marco Reis and Pedro Saraiva, Portugal: New trends of SPC and Data Analysis in Industry</p> <p>12:20 Discussion</p> <p>12:30 Lunch</p>	<p>D4 DATA PROCESSING, DATA ANALYSIS AND HEALTHCARE</p> <p>Chair: Ronald Does, Netherlands</p> <p>11:00 Balint Bedzsula and Jozsef Topar, Hungary: Process Improvement with Measurable Data in Higher Education Institution</p> <p>11:20 Romain Denis, Sweden: Designing a Complaint Daily Management System for a Healthcare Provider</p> <p>11:40 Shancheng Jiang and Kwai Sang Chin, 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 Rita Dénes, Hungary: Quality Indicators in the Healthcare</p> <p>12:20 Discussion</p> <p>12:30 Lunch</p>
<p>A5 IAQ PANEL: QUALITY IN HEALTH CARE</p> <p>Chair: Robert King, USA</p> <p>13:30 Chair's Introduction</p> <p>13:40 Yoshinori Iizuka, Japan: Quality Management Approach to Healthcare – Its Meaning and Significance</p> <p>13:55 Ronald Does, Netherlands: Operational Excellence in Healthcare</p> <p>14:10 Elizabeth Cudney, 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>B5 APPLIED STATISTICS AND SIX SIGMA</p> <p>Chair: Hiroshi Osada, Japan</p> <p>13:30 Lars Sorqvist, Sweden: Integration of Six Sigma and Lean Gives Better Results</p> <p>13:50 Zhen He, Yujia Deng and Min Zhang, China: Six Sigma Implementation in China: Successes and Challenges</p> <p>14:10 Ivan Ng, Hongkong, China: An Organization Development Study of the Impact of Cultural Factors on the Implementation of the Six Sigma Methodology in Southern China</p> <p>14:30 Ronrapee Leelawong and Atittaya Veerakanjana, 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>	<p>C5 BRANCHENSPECIFIC QUALITY MANAGEMENT APPROACHES: AGRICULTURE AND FOOD INDUSTRY</p> <p>Chair: Miflora Gatchalian, Philippines</p> <p>13:30 Evamaria Melcher, Brigitte Petersen, Susanne Lehnert and Judith Kreyenschmidt, 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 Zoltan Lakner and Erzsebet Szabo, Hungary: Network and Vulnerability Analysis of International Spice Trade</p> <p>14:10 Geza Marai, Geza Csibor and Balazs Csibor, Hungary: The Agricultural Quality and Environmental Management in the New Certification System "Tájgazda"</p> <p>14:30 Ying Ma and Victor Mellao, 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>D5 BRANCHENSPECIFIC QUALITY MANAGEMENT APPROACHES: AUTOMOTIVE AND INSURANCE INDUSTRY</p> <p>Chair: Istvan Lepsenyi, Hungary</p> <p>13:30 Nina Kandler-Schmitt, Germany: Quality Management Center of the German Automotive Industry Association – Driving Excellence in the Automotive Supply Chain</p> <p>13:50 Agota Dregelyi-Kiss, Hungary: Performance Verification of Dimensional Measuring Instruments in Automotive Industry</p> <p>14:10 Willy Vandenbrande, Belgium: SPC: Should we Keep on Fighting a Lost Battle?</p> <p>14:30 Jitendra Agrawal and Umesh Shetty, India: Process Management: A Leap in Insurance Industry</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**, USA

15:50 Structured Improvement for the 21st Century: A New Model from Europe
Bjorn Andersen, Norway, Lars Sorqvist, Sweden, **Pedro Saraiva, Portugal and Gregory Watson**, USA/Finland

16:10 The Influence of Armand V. Feigenbaum on the Development of Quality in China
Tang Xiaofen, China
The Premier Memorial Feigenbaum Lecture

16:30 Technical and Human Dimensions of Quality
Gregory Watson, Past President and Honorary Member of IAQ, USA/Finland
The Premier Memorial Masing Lecture

17:15 Closing Remarks

October 28, 2015 Wednesday

POST-FORUM SEMINARS AND WORKSHOPS

Master Class by **Gregory Watson**, USA/Finland: „Leading a Lean Transformation“

Workshop by **Glenn Mazur**, USA: „Prioritizing Projects in a Lean Organization“

October 26-27, 2015 Monday - Tuesday

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 **Sittitep Kitikun**, Thailand: Reduce Ethylene Loss at Methane Distillation Tower by Multiple Regression and Optimization Technique
- P08 **Ildiko Ziegler and Ferenc Billes**, Hungary: Evaluating the Polyphenol Content as Quality Attribute in Green Tea by NIR Spectroscopy – Selected Examples
- P09 **Sanatan Kulshrestha**, India: Need for a Paradigm Shift in Quality Philosophy as Applicable of Nanotechnology
- P10 **Zoltan Szabo and Vilmos Patay**, Hungary: Short Food Chain and Quality Assurance
- P11 Tamas Szigeti, Hungary: Quality Control Measures for Verification of Validated Performance Criteria of Analytical Methods
- P12 Marco Reis and Pedro Saraiva, Portugal: Big Data: what's there for Six Sigma?
- P13 Azat Abdrakhmanov, Kazakhstan: Innovation Management in Healthcare System of Kazakhstan is a Way to the International Competitiveness
- P14 Matthew Barsalou, Germany: Using a Catapult as a Minitab Capability Sixpack Training Aid
- P15 Matthew Barsalou, Germany: Practical Statistical Problem Solving Using Minitab to Explore the Problem
- P16 Gaber Begeš and Janko Drnovsek, Slovenia: Quality Engineering - Case study UL-FE
- P17 Geza Marai, Hungary: Natura has it's own certification!