

15th ASIA PACIFIC QUALITY ORGANIZATION CONFERENCE



37th National Quality Control Congress



28th National Quality Circles Conference



1st Asia Pacific Team Work Forum



18th IMECCA'S ISO 9000 International Forum



11th IMECCA'S ISO 14000 International Forum



3rd IMECCA'S OHSAS 18000 International Forum

Motto: **QUALITY**
STRATEGY AGAINST CRISIS

Mexico City

October 7 to 10, 2009

Event that will host the awarding of:

- International Asia Pacific Quality Award
- Harrington Ishikawa Medal
- Milflora Gatchalian Medal
- Walter Hurd Medal
- Agapito Gonzalez Hernandez Award

Main stream:

"Management for Excellence and Total Quality"

Complementary streams:

1. Management for sustainability
2. Commitment and leadership for quality
3. Culture and education for quality
4. Quality planning
5. Creativity and technological development
6. Lean management
7. Supply chain and supplier development
8. Six sigma
9. Economy of quality
10. Test and calibration

Specific Applications:

1. Food safety and quality
2. Automobile and aeronautics
3. Infrastructure projects and construction
4. Electric and electronic industries
5. Manufacturing industry
6. Chemical, petroleum and textile
7. Health: hospitals and clinical laboratories
8. Services, Government and Software

Join us at this event and listen to the experiences of quality experts and successful quality professionals, among them:

Organized by
imecca
ac

Sponsored by
GONZALEZ PRADO Y ASOCIADOS, S.C.
Consultores gerenciales

Under the auspices of
APQO **IMECCA**

Information and registrations:
MEXICAN INSTITUTE FOR QUALITY CONTROL

Registers ST & PS IMC 730522001013 & IMC 730522003003



Dr. James Harrington



Shon Papral



Charles Aubrey



Gregory Watson



Wilma Luz Garcia Gonzalez



Wayne Hoban



Julie Adams Miranda



Joel Francisco Gonzalez Prieto



Carlos H. Viches Waisner

MEXICO
Marlene Escobedo 896-1932
Cali Arizona 119301 Mexico, D.F.
Phone: (52 55) 9250 1099 - 3254 7310
Fax: (52 99) 5254 7399 - 5254 1647
mexico@imecca.org.mx
imecca@prodigy.net.mx

MONTERREY
Zurigaue 1360 Sur, Despacho 250, Nivel A2
Edificio Kokes, 64093 Monterrey, N.L.
Phone: (52 81) 6340 1982 - 6343 4907
Fax: (52 81) 6340 9646 - 6340 3274
monterrey@imecca.org.mx
imecca1@prodigy.net.mx

GUADALAJARA
Av. 16 de Sept. 750-1300 Condominio
Gonzalez, 44100 Guadalajara, Jal.
Phone: (52 33) 3613 1831 - 3614 5132
Fax: (52 33) 3614 93 85 - 363 0519
guadalajara@imecca.org.mx
imecca2@prodigy.net.mx

Also know the Quality Models of the organizations distinguished by the International Asia Pacific Quality Award.

Web sites: www.imecca.org.mx www.apqo.org

INVITATION

The organizations have to define their vision of future, plan to achieve it, work hard and never give up until they accomplish their goal. The collective well-being has to form part of the vision of every organization, taking in consideration their sustainability and progress. When we are facing an economic crisis, we have to enhance quality in our mission in such a way that we compensate the drops in the markets and we manage to get out of it strengthened. This event has as purpose to show the total quality models of the organizations that have achieved excellence so that other participating organizations adapt the learned concepts that might be applicable to their activities and reinforce their competitiveness, thus assuring their sustainability and progress.

José Fco. González Prado

President, IMECA and of the APOQ Certification Committee

Julían Adame Miranda

President Organizing Committee

Wilma Luz García González

Deputy Director IMECA and President FLOCC

THIS INTERNATIONAL EVENT WILL BE THE FRAME FOR THE DELIVERY OF THE FOLLOWING AWARDS.

INTERNATIONAL ASIA PACIFIC QUALITY AWARD 2009.

Know the benchmarks of the quality systems of the organizations distinguished with the award.

WALTER HURD MEDAL.

It is delivered to the executive that have distinguished more for its promotion and impulse to the quality in his organization and with the stakeholders.

HARRINGTON ISHIKAWA MEDAL.

It is delivered to the professional who have made significant contributions to the development or promulgate of the quality science in the Asia Pacific region.

MIFLORA GATCHALIAN MEDAL.

It is delivered to a woman quality professional that have distinguished for her integrity and have been distinguished for her significant contributions to quality promotion and practice in the Asia Pacific region.

AGAPITO GONZALEZ AWARD FOR QUALITY PROMOTION.

It is delivered to a professional distinguished for promoting quality techniques and its application in the industry of Mexico and who was selected from a list of nominees by the Awarding Committee.

SPECIAL TRIBUTE.

Agapito Gonzalez was pioneer of quality in Mexico. He co-founded the Mexican Institute for Quality Control, Latin American Federation of Quality Organizations - FLOCC - and APOQ, created the Mexican Quality Circles Strategy, Integral Quality Circles and IMECA's Total Quality Management System - TOMMECCA that continues being a worldwide benchmark.

This will be the 9th occasion that the Agapito Gonzalez Award for Quality Promotion will be delivered.



CONFERENCE FEE *:

\$ 650 Dlls. U.S. Dlls. Tax included (includes attendance to presentations from 7 to 10 October, 2 lunches Wednesday and Thursday and coffee breaks, plant visits on Friday afternoon, certificate of participation and proceedings CD).

Accompanying persons: \$ 185 U.S. Dlls. Including tax. Includes: 2 lunches, social and cultural activities, participation in opening and closing ceremony. It does not include entrance to technical presentations.

Two days participation fee: \$520 US Dlls.

Special fee for those only attending the two days of the Awards Delivery Functions.

One day attendance participation fee:

\$260 Dlls. U.S. C\$

Includes: Attendance to the presentations of the day participating, proceedings, 1 lunch and social and cultural events taking place that day.

Reduced fees for advance payment before Sep. 6:

Congress Participant: \$610 U.S. Dlls including tax, saving \$40 U.S. Dlls. per person.

Accompanying person: \$ 175 U.S. Dlls. including tax, saving \$ 10 U.S. Dlls. per person.

* Consider currency fluctuations between \$12.50 and \$13 pesos per dollar.

QUALITY CIRCLES REGISTRATION:

Quality Circles or groups presenting a "success story" at the 28th National Quality Circles Convention which has been accepted will pay \$700 U.S. Dlls. as registration fee allowing up to five members of the group to participate in all the event. Additional members of the team will pay \$140 Dlls. U.S. Dlls. Tax included.

PAYMENTS

BANK ACCOUNTS FOR DEPOSITS OR ELECTRONIC TRANSFERS:

A) Account Number: 0444104684 Bank Name: BBVA Bancomer Branch No.0063 in Mexico City. Bank Address: Av. Universidad 1200 Col. Xoco Deleg. Benito Juárez 03000 México, D.F.
Swift Code: BCOMMX33PMMY.
Intermediary bank: JP Morgan Chase Bank
Bank Code: Aba021000021
B) Or cash paying directly at IMECA's offices or at congress site.

Note: Checks and deposits made to Instituto Mexicano de Control de Calidad, A.C. and send by e-mail or fax the deposit information. Fax: 52 55 52547390

DISCOUNTS POLICY

Members of IMECA and APOQ: 10% discount.
Several participants from the same organization:
2 participants: - 5%, 3 to 4 participants: - 8%, 5 to 7 participants: - 10%, 8 to 10 participants: - 15% and more than 10 participants: - 20%.

DISCOUNTS FOR INTERNATIONAL PRE AND POST CONGRESS COURSES:

For courses and international seminars to be held before and after the congress, speakers get 50% discount and congress delegates get 20% discount in the seminars indicated at the end of this brochure.

ACCOMMODATION:

Venue: Fiesta Americana Grand Hotel

León Telcel No 29, Col. Anzures, Col. Cuauhtémoc México, D.F. Tel: (52) 55 2581 1500
Special reduced hotel rate for event participants (including access to the gym, breakfast buffet, coffee at room and tax).

\$ 115 U.S. Dlls. per night and per person in single room.
\$ 67 U.S. Dlls. per night and per person in double room.
\$ 51 U.S. Dlls. per night and per person in triple room.
Suggested tips: Chambermaid: (per night per room) \$1,50 U.S. Dlls. Bellboys: 2 U.S. Dlls. at arrival and departure.

Wireless internet; \$150 pesos tax included.
15% discounts in consumption of hotel restaurant.
For hotel reservations please send us your credit card information, number, bank and validity thru: mxico@imecca.org.mx. Tel: 01(55) 52 50 10 99
montreley@imecca.org.mx. Tel: 01(81) 63 40 19 62
guadalajara@imecca.org.mx. Tel: 01(33) 36 14 90 13
Cancellations made less than 15 days in advance will be charged with the payment of the first night.

CONGRESS SCHEDULE

DAY	TIME	ACTIVITY
Monday 3 Tuesday 6	9:00 - 18:00	<i>Pre congress seminars at Mexico City</i>
Tuesday 6	18:30 - 20:30	Registration and speakers accreditation. (On site event fee payment)
	19:00 - 20:30	Speakers' Meeting
	20:30 - 22:00	Welcome Cocktail
Wednesday 7	8:00 - 9:00	Last minute registration
	9:00 - 11:00	CONGRESS OPENING CEREMONY AND IAQDA AWARDS CEREMONY
	11:20 - 13:50	KEYNOTE SPEECHES AND PLENARY MODEL PRESENTATIONS OF IAQDA WINNERS
	14:00 - 15:00	Lunch
	15:00 - 18:30	Concurrent Sessions
	20:00 - 22:00	Free. It is recommended to attend the performance of the National Folkloric Ballet
Thursday 8	9:00 - 10:00	OPENING CEREMONY OF 28th NATIONAL QUALITY CIRCLES CONVENTION, HURD AND HARRINGTON ISHIKAWA MEDALS and AGAPITO GONZALEZ AWARD PRESENTATION
	10:00 - 11:00	QUALITY CIRCLES PRESENTATIONS
	11:20 - 13:30	PLENARY SESSION AND PRESENTATIONS OF THE MODELS OF AWARD WINNING ORGANIZATIONS
	14:00 - 15:00	Lunch
	15:00 - 18:30	Concurrent Sessions
	20:00 - 22:00	CULTURAL EVENT. To be confirmed
Friday 9	9:00 - 13:00	Concurrent Sessions
	13:00 - 18:00	Visits to industrial plants
	18:00 - 22:00	Free Evening
Saturday 10	9:00 - 13:00	Concurrent Sessions
	13:00 - 13:45	Final plenary session, Millora Gatchalian Medal and closing ceremony
	14:00 - 17:00	Luncheon and farewell activity

OFFICIAL AIRLINES



Mexicana de Aviación offers 25% discount in domestic flights classes J,Y,C,B,H,K,M,L,V and 17% discount in international routes same classes plus S. Every discount is subject to availability and restrictions of the airfare. These discounts are applicable from any place to the site of the event in domestic and international routes of Mexicana. Click Mexicana Link Mexicana for congress participants, spouse, sons and daughters 12 to 21 years old with the following code: EME01G0 to attend the 15th Conference of the Asia Pacific Quality Organization and 37th National Quality Congress and/or Pre and Post Congress Courses at Mexico City, Monterrey and Guadalajara. Valid from September 17 to October 22, 2009.

To get these fares it is necessary that the participants reserve and buy tickets directly to the telephone of E-Conventions assigned for this event. Just indicate the corresponding code.

Business Hours:

Mexico City	5448-86-08	Monday to Friday 8:00 a.m. to 8:00 p.m.
Mexican Republic	01-800-719-19-56	Saturday 8:00 a.m. to 6:00 p.m. Sunday 8:00 a.m. to 6:00 p.m.
U.S.A	1-800-531-79-21	
Canada	1-800-531-79-21	



Aeromexico offers 20% discount in published air fares except promotional fares in tourist classes and Premier T,S,L,V,W,Z,D in domestic flights; 15% discount on any public air fare tourist class from the United States, South America, Europe, Narita in tourist class (except P- I- W and Premier) from and to Mexico, Monterrey and Guadalajara.

Discount codes.

PRE-CONGRESS COURSES MEX, GDJ And MTY Sep. 21 Oct. 5
Code: IT20RG47609 valid from Sep. 21 to Oct. 5, 2009.

15th APQO CONFERENCE, 37TH NATIONAL QUALITY CONGRESS AND PRE-CONGRESS COURSES, Mexico City, October 7-10, 2009
Code: IT20RG47509 valid from October 5 to October 12, 2009.

POST CONGRESS COURSES MEX, GDJ and MTY October 12-18
Code: IT20RG47309 valid from October 10 to 20, 2009.

To get these fares it is necessary that the participants reserve and buy tickets directly at Aeromexico offices or to reservation centre phone number 55 51334010 or from other cities 01 800 021 4010. Just indicate the corresponding code.

Apply in Am flights of 3 digits.

Apply in AM flights series 2000 from or to Mexico.

Do not apply in shared flights.

LIST OF SPEAKERS ALREADY CONFIRMED

MAIN STREAM: Management for Excellence and Total Quality

Quality of ISO 9000 Winner Organizations

Quality Continuous Improvement Key for Success.

Rayner Loc. Deputy General Director, Vietnam Electric Cable Corporation.

System appraisal, one of the four pillars of Dr. Deming's profound knowledge system.

N. J. Eron Perez, Perinca, Quality Management Director.

Applied Chemistry Research Center, Saltillo, Coahu.

Organizational excellence in Chile

Jorge Korman, Chile Celcelite

The prices of quality, a tool of management, America Quintrín Honda.

Specialist for the Management Integrated System, Cuban Pilot Enterprise.

Consumer behavior, Dr. Fermin G. Castillo, The Philippines.

COMPLEMENTARY STREAMS

Stream 1. Strategic management for sustainability

Quality management and current financial climate, Sharon Rupral, President APQO and James William Rupral, Bsc, Environmental Science Australia

Quality, Energy and Sustainability, Ruben Avelo Espinosa, SOMAC.

Testing banks for evaluating water flow measurement equipment, a key to improve the production of potable water, Marco Antonio Toledo Guiberoz, Hydraulic Specialist, IMR, Mexican Institute of Water Technology.

Stream 2. Commitment and leadership for quality

The impossible dream, Dr. James Harrington, APQO official advisor.

Commitment, authority and internal communications, Ignacio Caro Loyola Diaz, GANL, Sugar Ministry.

Stream 3. Culture and education for quality

A application of a paradigm philosophy to improve quality in education organizations.

Schools Tomorrow, Global Indian Foundation, India

An innovation, an ecological approach in academia for students' pro-social personality development, Dinesh P. Dhapagani and Mukunda P. Joshi, Nepal.

Test of best practices to enhance learning, B.S. Sheezy, Director, Global Center for Education Excellence, Singapore.

International philosophy, benchmark of the work and success of Camponense college, Felipe Almeida, José Alogos, Quality Management Director.

Driving innovation to create quality of people's life.

The Singapore Journey of an Indian Multinational M. Shaikh Ghosekar, MAPRO LTD

Stream 4. Quality Planning

FMEA under the process approach, José Fco. González Prado, President, IMECCA.

Quality tools for the successful operation of a management system, Juan Carlos González, Deputy Director, IRI, C.A.

Stream 5. Creativity and technological development

Resolving 'wicked' problems by merging with quality, Gregory Waldron, Director of IQO, Finland.

IE quality and competitiveness model, Julian Adams, Executive Director, National Institute of Electrical Research, Mexico.

Stream 6. Lean Management

Stream 7. Supply Chain Management and Supplier Development

Building a global supplier base, Aliq Ahmed, Saudi Marico, Saudi Arabia.

Stream 8. Six Sigma

115 tools to support the six sigma program, Carlos H. Wilchis, Technical Director, IMECCA.

Six sigma applications in metal mechanical industry, José María Alonso, Quality Assurance Manager, Tempel de México.

ISO TR 10017 (Guidance on statistical techniques for ISO 9000), Analysis and testing, Pablo Pérez González, IRI.

Six Sigma, Advanced technique for robust design, Dr. Jesús Cruz Alvarez, FADPRA, UANL, Guest Professor, ITESM.

Stream 9. Economy of Quality

Practice green and economic sustainability in case study, Charles Rennie, President, APQA.

An evaluation of senior officers satisfaction with his quality, Madame Tang Klacken, President, Shanghai Association for Quality.

Socio economic measurement and analysis of shareholders in an integrated management system, Jesus Alfonso Rodríguez, CIEC.

Implementation of the accounting manual integrated to the quality management system, María Antonia Arias, Quindía Paper Prod., Ireland and MSc., Elizabeth Henríquez González, Empresa de Ingeniería y Proyectos de Niquel.

Risk management in the economical production, Practical experiences, Jesus Navarro Gutiérrez, Cambridge Raw Materials Recycling Company.

Stream 10. Test and calibration

Comparison of measurement errors of two instruments, Dr. Wayne McBees.

Methods and tools for processes validation, Carlos H. Wilchis Vilaseca.

Food Safety

Implementation of an integrated ISO 22000 management system, Vilva Luz Garcia Gonzalez, Deputy Director, IMCCA.

Quality in Government

Experience in the management of a public body, MA Ramiro Sánchez Fides, Plant Superintendent and Brújulo Mejía Ortega, SHAC.

Implementation of the measurement method of foreign patients' satisfaction level at CIPEN, Cecilia Vázquez López, CIPEN.

Quality evaluation of nursing services at the international center of restorative dentology, Maria de los Angeles Peña Figueroa, CIPEN.

Quality in Software

Application of function points to the evaluation of online teaching materials, (Case UPRISA - PPI) Miguel Ángel Torres, Coordinator CASED, UPRISA - PPI.

ISO 9000, 14000 AND OHSAS 18000 FORUMS

Application of the process approach is an oil refinery.

MSc. Lázaro Manuel Barrota Planes, PDV Capital, S.A.

Integral management system certification in an aircraft company.

Ing. Waldemar José Hernández Azel, Aviantemp, S.A.

Tec. María Gloria Ruiz, Tave Oil Oils.

Leading for improvement opportunities in the operation of the quality management system.

MSc. Ana González Rojas, Quality Manager, HARWATS, S.A.

Alina Bandeira Giacali, Quality Group Chief, COMAS, S.A.

Experiences and impacts from the ledge of a management system certification.

Rosendo Moreno Almoneda, Hispan Industrial Group.

28th Quality Circles Convention

1st Total Quality Asia Pacific Forum

There will be group presentations in its different categories: Natural, Self Management, High Performance and Six Sigma.

PRE AND POST CONGRESS COURSES

(Congress participants get 20% discount)

PRE CONGRESS COURSES

Guadalajara

21.5 COMPUTER AIDED DESIGN OF EXPERIMENTS LEVEL 8H - 40hrs.
Sep. 28, Oct. 2, Guadalajara, Jal., Monday to Friday from 8:30 a.m. to 5:30 p.m.
Fee: \$720 U.S. Dols. tax included. (Includes participation, lunch and coffee).

Mexico City

1961 SENSORY EVALUATION FOR PRODUCT DEVELOPMENT AND QUALITY CONTROL - 24hrs.
Sep. 29-Oct. 1, Mexico City, Tuesday to Thursday 8:30 a.m. to 5:30 p.m.
Fee: \$630 U.S. Dols. tax included. (Includes participation, lunch and coffee break).

1962 ADVANCED SENSORY EVALUATION AND MEASUREMENT OF CUSTOMER'S SATISFACTION - 16hrs.
Oct. 2 and 3, Mexico City, Friday and Saturday from 8:30 a.m. to 5:30 p.m.
Fee: \$430 U.S. Dols. tax included (includes participation, lunch and coffee)

If you take part in both courses 1961 and 1962 you get the special price of \$950 U.S. Dols. tax included.

1963 PANELISTS SELECTION, TRAINING AND CALIBRATION - 16 hrs.
Oct. 5 and 6, Mexico City, Monday and Tuesday from 9 a.m. to 6 p.m.
Fee: \$ 480 U.S. Dols. tax included. (includes participation, right for simultaneous translation, lunch and coffee break).

42. AUDIT OF THE INTEGRATED QUALITY, ENVIRONMENT AND SAFETY MANAGEMENT SYSTEM - 16 hrs.
Instructor: Shari Rupral, Australia and José Fco. González Prado - Mexico
Oct. 5 and 6, Mexico City, Monday and Tuesday from 9:00 a.m. to 6:00 p.m.
Fee: \$ 640 U.S. Dols. tax included. (includes participation, right for simultaneous translation, lunch and coffee).

If you participate in the 3 courses 1961, 1962 and 1963 you will only be paying \$ 1,500 U.S. Dols. tax included.

04. SILEAN SIX SIGMA - 16hr.
Yellow Belt Certification course

Instructors: Charles Murray and Carlos Wilchis Vilaseca
Oct. 5 and 6, Mexico City, Monday and Tuesday from 9 a.m. to 6 p.m.
Fee: \$ 550 U.S. Dols. tax included. (Includes materials, right for simultaneous translation, lunch and coffee).

POST CONGRESS COURSES

Mexico City

26. ISO 9001:2008 QUALITY MANAGEMENT SYSTEM LEAD AUDITOR QUALIFICATION COURSE 40hr. RAO-OSA Register
Oct. 12-15, Mexico City, Monday to Thursday from 8:30 a.m. to 7 p.m.
Fee: \$1,610 U.S. Dols. (includes materials, lunch, coffee breaks and tax)

52. QUALITY MANAGEMENT BASED ON ISO 9000: 24hr.
Oct. 12-14, Mexico City, Monday to Wednesday from 8:30 a.m. to 5:30 p.m.
Fee: \$ 530 U.S. Dols. tax included. (includes participation, lunch and coffee)

55. QUALITY COSTS MANAGEMENT - 16hr.
Oct. 15-16, Mexico City, Thursday and Friday from 8:30 a.m. to 5:00 p.m.
Fee: \$ 430 U.S. Dols. tax included. (includes participation, lunch and coffee).

02. STATISTICAL QUALITY CONTROL IN PRODUCTION LEVEL 1 - 46hr.
Oct. 19-23, Mexico City, Monday to Friday from 8:30 a.m. to 7:30 p.m.
Fee: \$ 490 U.S. Dols. (includes participation, lunch and coffee).

04. STATISTICAL QUALITY CONTROL IN PRODUCTION - LEVEL 2 - 46hr.
Oct. 26-30, Mexico City, Monday to Friday from 8:30 a.m. to 5:30 p.m.
Fee: \$ 650 U.S. Dols. Tax included. (includes participation, lunch and coffee).

Monteney, N.L.

03. METROLOGY LEVEL 1 - 30hr.
Oct. 13-16, Tuesday from 9 a.m. to 6 p.m., Wednesday and Thursday from 8:30 a.m. to 6 p.m., Friday from 9:30 a.m. to 1:30 p.m.
Fee: \$ 385 U.S. Dols. Tax included. (includes participation, lunch and coffee).

40.1 WATER QUALITY - 16hr.
Oct. 16-17, Friday from 2:30 p.m. to 9:30 p.m., Saturday from 9 a.m. to 6 p.m.
Fee: \$ 390 U.S. Dols. (includes participation, lunch Saturday and coffee).

Guadalajara

34. MEASUREMENTS SYSTEMS ANALYSIS - 24hr.
Oct. 12-14, Guadalajara, Jal., Monday to Wednesday from 8:30 a.m. to 5:30 p.m.
Fee: \$ 560 U.S. Dols. Tax included. (includes participation, lunch and coffee).

06. SAMPLING INSPECTION TECHNIQUES - 24hr.
Oct. 15-17, Guadalajara, Jal., Thursday to Saturday from 9:00 a.m. to 5:30 p.m.
Fee: \$ 395 U.S. Dols. Tax included. (includes participation, lunch and coffee).