

## FINAL PROGRAM

### The International Convention on Quality Control Circles 2004 (ICQCC 2004 - Bangkok)

December 13-15, 2004 : Shangri-La Hotel, Bangkok

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#### About ICQCC-2004, Bangkok

The Association of QC Headquarters of Thailand in co-operation with the Department of Industrial Promotion, Ministry of Industry and the Asian Productivity Organization (APO) have pleasure to inform you that the International Convention on Quality Control Circles 2004 (ICQCC 2004-Bangkok), which will be held in Bangkok, during 13-15 December 2004 , has been highly interested by QC Practitioners form the Asia and Pacific region. As evident that there are 16 countries participate in this coming event as follows: Bangladesh, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, Sri Lanka, South Korea, Thailand, Vietnam, Mauritius, Brunei, Hong Kong and Taiwan. We are also delighted to inform you that after our call for paper invitation, we received huge responses comprising a large variety of technical papers from all over the globe, 180 papers from 15 countries in total. In this regard, our Technical Committee has made every endeavour to group these papers for the great benefit and spirit of all participants of ICQCC 2004. Please note that besides the winner of QCC from Thai QC Exposition, the technical papers from Thai management are selected from those who achieved in quality management.

This event is aiming to offer a forum for QC practitioners, Quality experts and enthusiasts from the entire Asia and Pacific region to exchange and share knowledge, ideas, experiences and expertise in quality and quality management. The theme of this ICQCC 2004-Bangkok is *"Managing Quality in the New Global Economy"*.

It is a great pleasure and honour for the Organizing Committee of ICQCC 2004 – Bangkok that the two eminent and globally well-known Professors on Quality: Professor Dr. Shoji Shiba and Professor Dr. Noriaki Kano have accepted the invitation to be our guest speakers during the Opening Ceremony.

In addition to the two Professors from Japan, the four invited speakers are from the first TQA winner, TAF, second TQA winner, Thai Paper, and from the first medical school of Thailand, Siriraj Hospital. The delegates and participants will have an opportunity to listen to the first two National Quality Award winners of Thailand and how they have become world class through the success of using small group activities. Established in 1918 as the first hospital in Thailand, nowadays Siriraj Hospital renders services to 1,600,000 out-patients and 80,000 in-patients annually. All participants will know how the busiest hospital in the country captures knowledge and experience of their staff through using KM and CQI teams. Our four local speakers are:

**1. Name : Dr. K.V. Masrani**

- Assistant Vice President, Quality Assurance & TQM Facilitator

**And Mr. S. Chakravarti**

- Deputy General Manager, Production & Leader Autonomous Operations  
Management

Company : Thai Acrylic Fiber

Title: "Achieving Business Performance Excellence through Total Employee Engagement".

Time: December 14, 14.00 -14.40

**2. Name : Mr. Chaovalit Ekabut**

Executive Vice President

Company : The Siam Pulp and Paper Public Company Limited

Title: "Using Small Group Activity to Help Company in Cost Reduction Program"

Time: December 15, 09.00 - 09.40

**3. Name : Associate Professor Apicharti Sivayathorn**

Associate Dean for Quality Assurance

Organization : Faculty of Medicine Siriraj Hospital

Title: "Knowledge Management in Quality Improvement of the Organization"

Time: December 15, 09.40 – 10.20

## Languages

English is an official language of the Convention. The simultaneous translation from English to Thai will be provided through the technical sessions as well as the Opening. For the Industrial Visits, English is also an official language during the plants observation and discussion.

## Proceedings

Papers and CD Rom presented at the Convention are printed in the proceeding in English. Each delegate is provided with one copy of the proceedings or CD Rom at the registration desk.

## Technical Sessions

Detailed programs are given in this circular.

## Program at a Glance

Date	Morning	Afternoon	Evening
12 Dec. 2004	<i>Pre-registration</i>		
13 Dec. 2004	<i>Registration</i>		<i>Welcome Reception for only Overseas Delegates</i>
	<i>Pre-Conference</i>		
	<i>Topic A : Prof. Dr. Shoji Shiba</i>		
	<i>or</i>		
	<i>Topic B: Prof.Dr. Noriaki Kano</i>		
	<i>Pre-registration for ICQCC 2004</i>		
14 Dec. 2004			
08.00-09.00	<i>Registration</i>	<i>Presentation</i>	<i>Free Time</i>
09.00-09.45			
10.05-11.05	<i>Opening Ceremony:- Permanent Secretary, Ministry of Industry Mr.Chakramon Phasukavanich</i>		
11.15-12.15	<i>“ New Paradigm of Breakthrough Management ” by Prof. Dr. Shoji Shiba</i>		
	<i>“ Trend of Quality ” Prof.Dr. Noriaki Kano</i>		
15 Dec. 2004	<i>Presentation</i>		<i>Farewell Dinner - “ The Quality Night ” for Overseas Delegates and all QCC Members</i>
16.00 – 17.00	<i>Closing Ceremony :- Prime Minister Pol.Lt.Col Thaksin Shinawatra</i>		

## Opening Ceremony and Plenary

08.00-09.00 hrs. *Registration*

09.00-09.45 hrs. *Opening Ceremony*

- Welcome Address by Chairman of the Board of Directors  
The Association of QC Headquarters of Thailand
- Reported Address by President of Advisors,  
Advisory Board of Organizing Committee
- Opening Address and Keynote Speech

10.05-12.10 hrs. *Plenary Sessions*

10.05-11.05 hrs. - “ New Paradigm of Breakthrough Management ” by Prof. Dr. Shoji Shiba

11.15-12.15 hrs. - “ Trend of Quality ” by Prof.Dr. Noriaki Kano

16.00 hrs. *Closing Ceremony*

- Reported Address by Minister Of Industry  
**Mr. Pongsak Ruktapongpisal**  
Advisory Board of Organizing Committee
- Welcome Address by Chairman of the Board of Directors  
The Association of QC Headquarters of Thailand  
**Mr. Manu Leopairote**
- Closing Address and Keynote Speech by  
Prime Minister Pol.Lt.Col Thaksin Shinawatra

## Welcome Reception

The overseas delegates are invited to the *Welcome Reception* on 13 December 2004 at 18.00 hours with casual dress.

## Farewell Dinner Called “ *The Quality Night*”

On December 15, 2004 from 19.00-22.00 hours, overseas delegates together with all QCC Circles members 2004-Bangkok are cordially invited to join the official dinner called “ *The Quality Night* ”, an international buffet dinner with spectacular performances as a finale impression for this fruitful event. In this occasion, an announcement of the next ICQCC 2005 in Korea will be delivered.

## Industrial Visits ( Optional )

For the Industrial Visit, it is a half day program (lunch is included). The factories/companies that we would arrange the visit are the outstanding quality awarded ones such as Deming Prize, National Quality Award, the Prime Minister's Award, QCC National Award. The areas of the visit will be Saraburi, Ratchaburi, Chonburi provinces and Bangkok's perimeter areas. We can ensure you that the program is worthwhile and you will learn a lot to adapt to your organization.

The Overseas delegates are divided into 5 groups of maximum 45 persons for each industry. A chartered bus and the sequential translation will be arranged for each group. Please note that some firms do not accept visitors from the same industry. Therefore, the participants are requested to select the 1<sup>st</sup> and 2<sup>nd</sup> choice and leave the grouping to the Secretariat's responsibility.

**Group A:**            *Thai Paper Mill Co.,Ltd. ( Paper for Printing )*

The biggest of pulp producing for paper industry in Thailand.

**Group B:**            *Thai Acrylic Fiber Co., Ltd. ( Acrylic Fiber Plant )*

The most modern acrylic fiber plant in the world with green technology.

**Group C:**            *Ramadhibodi Hospital ( Health Care )*

One of the most famous general hospitals with modernizes facility.

**Group D:**            *Denso (Thailand) Co., Ltd. (Car Air Conditioning & Auto Electrical Parts)*

Modernized automobile parts industry.

**Group E:**            *C.P. Seven Eleven Public Co., Ltd. (Bangbuathong Dritribution Center of CP Seven Eleven Public company limited, Nontaburi Province.*

Convenience store that has the most number of branches in Thailand.

## Cultural Visit ( Optional )

Programs of *The Royal Palace and Vimanmek Palace* visit is provided with lunch for an optional fruitful events. The delegates who are interested in joining this visit are able to register in advance.

## Registration Desk

Registration desk will be located at the Convention venue in front of the Ante Room, Shangri-la Hotel.

ICQCC 2004-Bangkok Organizer	Convention Venue
ICQCC 2004-Bangkok Secretariat Attn: Ms. Saisuwat PHAIRAT General Manager The Association of QC Headquarters of Thailand C/O Department of Industrial Promotion Ministry of Industry Rama VI Road, Ratchathewi Bangkok 10400, Thailand Tel. (66-2) 202-4540-3, 354-3119 Fax. (66-2) 354-3119, 202-4541 E-mail: qc@dip.go.th, info@qchq.org. <b>Website:</b> www.qchq.org	Shangri-la Hotel 89 Soi Wat Suan Plu, New Road, Bangrak, Bangkok 10500, Thailand Tel. (66-2) 236-7777 Fax. (66-2) 236-8579

## Pre-Conference Program 1

### “Introduction to Breakthrough Management, Its Concept and Tools”

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**Guest Speaker:** Prof. Dr. Shoji Shiba

**For:** Top Executive (maximum number of participation is 70)

**Date:** December 13, 2004, 09.00-16.00 hrs.

**Venue:** Ballroom 2, Shangri-la Hotel, Bangkok

**Course Schedule:**

**9:00-10:15: Introduction and overview**

- Course outline
- Knowledge, understanding and skills
- Nature of change
- Control, incremental and breakthrough improvement
- What does business mean?
- Four elements to realize breakthrough
- Group work

**10:30-12:00: Process of breakthrough and leadership for transformation**

- Stage - initiator's breakthrough, entrepreneur's breakthrough and breakthrough with partners
- Cycle - dedication, mental and technical breakthrough
- Infrastructure - innovator's dilemma, architecture and outside Information.
- Group work

**13:00-14:00: Skills to develop concept/model for future**

- WV Model and five steps for discovery
- Overview of semantics—two types of language and ladder of abstraction, Examples of models
- Group work

14:15-16:00: Tools for perceiving symptoms of future change/problems

- Visual thinking strategy (VTS)
- Three principles of visual image observation
- Cycle of discovery
- Group work
- Wrap-up

16:00 : End of Program

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## Pre-Convention Program 2

### “Attractive Quality Creation”

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**Guest Speaker:** Prof. Dr. Noriaki Kano

**Date:** December 13, 2004, 09.00-16.00 hrs.

**Venue:** Ballroom 3, Shangri-la Hotel, Bangkok

*Course Schedule:*

9.00 – 12.00 hrs. **What is Quality?**

- Different in quality VS Good in Quality
- Three Levels of Quality

13.00 – 16.00 hrs. **Attractive Quality VS Must**

- Life Cycle of Attractive Quality

16:00 hrs. **End of Program**

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**Organizing Committee**  
**ICQCC – 2004 Bangkok**

No.	Name	Position
1.	Mr. Pongsak Ruktapongpisa Minister, Ministry of Industry	President of Advisors Advisory Board
2.	Mr. Vachara Phanchet Vice Minister, Ministry of Industry	Vice President of Advisors Advisory Board
3.	Mr.Chakramon Phasukavanich Permanent Secretary, Ministry of Industry	Chairman The Board of Directors
4.	Mr. Satit Sirirangkamanont Secretary General, Office of the Board of Investment	Vice Chairman The Board of Directors
5.	Mr. Damri Sukhotanang Deputy Permanent Secretary, Ministry of Industry	Board Member
6.	Mr. Issra Shoatburakarn Director General, Department of Industrial Works	Board Member
7.	Mr. Pramode Vidtayasuk Director General, Department of Industrial Promotion	Board Member
8.	Mr. Anusorn Nuangpolmak Director General, Department of Primary Industries and Mines	Board Member
9.	Mrs. Ratanaporn Chuengsanguansit Secretary General, Office of the Cane and Sugar Board	Board Member
10.	Mr. Pairoj Samyadechakul Secretary General, The Thai Industrial Standards Institute	Board Member
11.	Mrs. Chutaporn Lambasara Director General, Office of Industrial Economics	Board Member
12.	Assoc.Prof. Rachavarn Kanjanapanyakom Faculty of Engineering, Kasetsart University	Board Member
13.	Mr. Uthai Juntima Governor, The Industrial Estate Authority of Thailand	Board Member
14.	Mrs. Jhitraporn Techacharn Director General Office of Small and Medium Enterprises Promotion	Board Member

No.	Name	Position
15.	<b>Mr. Chotisak Asapaviriya</b> President, Small and Medium Enterprise Development Bank of Thailand	Board Member
16.	<b>Mr. Kraisi Karnasuta</b> Governor, The Electricity Generating Authority of Thailand	Board Member
17.	<b>Mr. Paichit Thienpaitoon</b> Governor, Provincial Electricity Authority	Board Member
18.	<b>Mr. Dhawatchai Tangsanga</b> Executive Director, Thailand Productivity Institute	Board Member
19.	<b>Mr. Narong Varongkriengkrai</b> Director, Thai - German Institute	Board Member
20.	<b>Mr. Panithan Wajaranant</b> Executive Director, National Food Institute	Board Member
21.	<b>Mr. Virat Tandaechanurat</b> Executive Director, Thailand Textile Institute	Board Member
22.	<b>Mr. Charnnawin Sookjamsai</b> Executive Director, Management System Certification Institute	Board Member
23.	<b>Mr. Vallop Tiasiri</b> Executive Director, Thai Automotive Institute	Board Member
24.	<b>Mr. Charuek Hengrasamee</b> Executive Director, Electrical and Electronics Institute	Board Member
25.	<b>Mr. Thanet Norabhoompipat</b> Executive Director, Institute for Small and Medium Enterprises Development	Board Member
26.	<b>Mr. Wikrom Vajragupta</b> Executive Director, Iron and Steel Institute of Thailand	Board Member
27.	<b>Mr. Prasert Bunsumpun</b> President, PTT Public Co., Ltd.	Board Member
28.	<b>Mr. Kanok Abhiradee</b> President, Thai Airways International Public Co., Ltd.	Board Member
29.	<b>Mr. Dhirapongs Suddhinond</b> President and CEO, Thailand Post Co., Ltd	Board Member
30.	<b>Mr. Praphad Phodhivorkhun</b> Chairman, The Federation of Thai Industries	Board Member

No.	Name	Position
31.	<b>Mr. Ajva Taulananda</b> Chairman, Board of Trade of Thailand	Board Member
32.	<b>Mr. Witoon Simachokedee</b> Inspector General, Ministry of Industry	Board Member and Secretary
33.	<b>Mrs. Naruemol Suthawaree</b> Director, Bureau of Entrepreneur and Enterprise Development	Board Member and Assistant Secretary
34.	<b>Mrs. Saisuwat Phairat</b> General Manager, The Association of QC Headquarters of Thailand	Board Member and Assistant Secretary

## Executive Board

### The Association of QC Headquarters of Thailand

No.	Name	Position
1.	<b>Mr. Manu Leopaivate</b> Ex-Permanent Secretary, Ministry of Industry	Chairman The Board of Directors
2.	<b>Mr. Satit Sirirangkamanont</b> Secretary General, Office of the Board of Investment	Vice Chairman The Board of Directors
3.	<b>Mr. Witoon Simachokedee</b> Inspector General, Ministry of Industry	Vice Chairman The Board of Directors
4.	<b>Mr. Chumnan Rattanakorn</b> Freelance Lecturer	Secretary General
5.	<b>Dr. Prajya Phinyawat</b> Senior Executive Vice President, Petrochemicals & Refining Business Group, PTT Public Co., Ltd.	Social Affairs
6.	<b>Mr. Sophon Agatvipat</b> Manager, Quality and Safety Development Division	Public Relations
7.	<b>Mr. Jurdsak Suttisom</b> Director, Personnel Development Department	Registrar
8.	<b>Ms. Phanvadee Suthapakti</b> Managing Director, Quality Focus Co., Ltd.	Treasurer
9.	<b>Assoc. Prof. Rachavarn Kanjanapanyakom</b> Faculty of Engineering, Kasetsart University	Board Member
10.	<b>Group Captain Poonsri Watanaguru</b> TQM Expert	Board Member
11.	<b>Mr. Dhawatchai Tangsanga</b> Executive Director, Thailand Productivity Institute	Board Member
12.	<b>Dr. Ladawal Kasaechon</b> National Science and Technology Development Agency	Board Member
13.	<b>Mr. Cholathorn Dumrongsak</b> Director, Corporate Total Quality Promotion Center, Siam Cement Public Company Ltd.	Board Member
14.	<b>Ms. Sudarat Ponchareon</b> Manager, QA/HRD/Training, Thai Carbon Black Public Co., Ltd.	Board Member
15.	<b>Mrs. Saisuwat Phairat</b> General Manager, The QC Headquarters of Thailand	Board Member

## List of Organizations Related

### *Organizers:-*



The Department of Industrial Promotion, Ministry of Industry



The Association QC Headquarters of Thailand

### *Co-organizer :-*



Asian Productivity Organization ( APO )

### *Official Carrier :-*



Thai Airways International Public Company Limited