



## The Association of QC Headquarters of Thailand

### สมาคมส่งเสริมคุณภาพแห่งประเทศไทย

สำนักงาน: ชั้น 4 อาคารกรมส่งเสริมอุตสาหกรรม กระทรวงอุตสาหกรรม ถนนพระรามที่ 6 แขวงทุ่งพญาไท เขตราชเทวี กรุงเทพฯ 10400  
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#### KEYNOTE ADDRESS - ICQCC 2016 – Bangkok

**Title:** "The Challenges in Promoting Quality Activities in the 21st Century"

Over the past century the practice of quality has improved efficiencies and eliminated waste in business activities leading to greater organizational performance. Along this road in the evolution of quality activities, a number of approaches and techniques have emerged beginning with a focus on product (quality assurance), process (quality control) and today on management (total quality management). As we move into the 21st Century, however, we need to meet the challenges of a knowledge society.

The first challenge is "maintaining links to customers." In order to bring the voice of the customers into the company, it needs to reposition quality from the back office into the core of its policy management.

A second challenge is "maintaining product quality." Quality has traditionally focused on the supply side (i.e., meeting specifications) but in the 21st Century quality will shift to the demand side where customers will have a greater role in designing (e.g., CAD) and producing (e.g., 3D printing) products and services. This will require employees to become sensitive to value creation, innovation and accelerated cycle time to market.

The third challenge is managing the quality "flow of goods, people, money and information." Supply chains are increasingly shifting from closed EDI-based systems to open Internet-based systems.

This will require in the 21st Century a shared norm of quality not only within a company, but also across a company's global production networks. These challenges will require top management commitment, middle management support and employee participation.



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### PRE-CONVENTION WORKSHOP

**Title:** " QCC Refresher Course : Revitalizing Quality Activities For Higher Achievement "

#### TARGET:

This workshop is for new and experienced QCC facilitators, leaders, and members who want to re-skill or learn new skills in order to better run their QCC activities. This workshop targets participants from not only the private sector, but also the public sector.

#### OBJECTIVES:

At the end of the course, workshop participants will (1) understand the purpose of the QCC Story, (2) acquire the "technical" skills necessary for each step in the QCC Story, and (3) develop the "interpersonal" skills necessary to manage each step in the QCC Story.

#### COURSE CONTENTS:

The basic format of the workshop will follow the QC Story

- (1) Introduction
- (2) Theme Selection,
- (3) Fact Analysis,
- (4) Action Plan,
- (5) Factor Analysis,
- (6) Corrective Action,
- (7) Confirmation of Effect,
- (8) Standardization,
- (9) Kaizen and
- (10) Future Plan through case studies, role playing and discussion.

#### BENEFITS:

Usually after 3 years, around two-thirds of a company's QCCs either fail or are "on-hold." This refresher course is designed to revitalize QCC activities along a more sustainable path.

#### WORKSHOP LEADER

Dennis S. Tachiki is currently a professor in the Graduate School of Management at Tamagawa University (Tokyo, Japan). He did his undergraduate study at the University of California at Los Angeles and graduate study at the University of Michigan. Subsequently, he has held teaching and research positions at the University of Minnesota and The University of Michigan in the United States, and Sophia University, the Sakura Institute of Research, the Asian Productivity Organization and Fujitsu Research Institute in Japan.

While at the Sakura Institute of Research, he has assisted the global clients of the Sakura Bank to invest in the Asia-Pacific region, and for the past 25 years he has been a consultant to multinational corporations and government agencies in the Asia-Pacific, European Union, and North America on total quality management. He has also worked at the Asian Productivity Organization to promote quality and environmental management systems (ISO 9601/14,001) among small- and medium-sized enterprises in the Asia-Pacific region.

He regularly conducts training workshops on total quality management, particularly in benchmarking and quality control circle activities, for the Japan International Cooperation Agency (JICA), JICA-Net (videoconferencing training program), Association for Overseas Technical Scholarship (AOTS), Asian Productivity Organization (APO), Pacific Resource Exchange (PREX), World Bank and other international organizations. Currently he the technical advisor for a JICA Project implementing nationally TQM in the Bangladesh public sector.