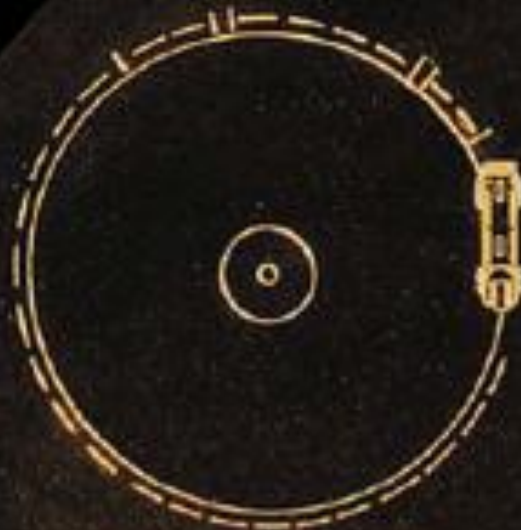




GLOBAL COMPETITIVENESS AND WORLD CITIZENSHIP

12-14 November 2007
İstanbul-Turkey



Kofi Annan

Kemal Derviş

Peter Bakker

GLOBAL COMPETITIVENESS and WORLD CITIZENSHIP

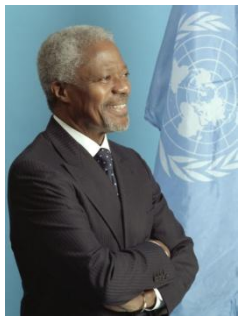
KalDer, Turkish Society for Quality, convenes 16th Quality Congress with **“Global Competitiveness and World Citizenship”** theme with the keynote speeches of **Former Secretary General of United Nations Kofi Annan, Head of United Nations Development Programme Kemal Derviş and Peter Bakker who is the CEO of TNT Express which all offices are working to achieve National and European Quality Awards.**

Congress will take place **in İstanbul, between 12-14 November 2007.** In this gathering 2.500 Top Executives, Managers from various disciplines, Auditors and Assessors, Trainer and Consultants from different sectors will search for providing opportunities for indepth discussions about contemporary management issues, as well as present problems rapidly facing the world such as global warming, inequality in income distributions and etc... Approximately 150 speakers will influence the participants in more than 25 parallel sessions such as; **Management Approaches for Logistics, New Tools and Techniques in Management, Good Practices for Innovation, Audit Quality, TQM Applications in Public Sector, Competitiveness Worldwide: US, Europe and Lisbon Strategy, Different Cultural Elements' Synergy in Enterprises, Responsible Investment: Environment Management, Innovation Models in Competitive Enterprises, Leading Different Cultures, Corporate Social Responsibility and Global Compact , Knowledge Economy for a Better World , Profile of the Global Leader , Measuring Public Services: Citizen Satisfaction , Role of Business Life in Future.**

We are aware of the importance of our keynote speakers and topics that are going to be discussed in the congress and we move forward in line with this consciousness. In the upcoming years we aim to broaden this circle and become an International Quality Congress.

Within this context, we hereby invite you to join us at 16th Quality Congress and are pleased share our attachment 1st announcement of the congress which includes keynote speakers, some confirmed speakers, a pre-registration form. We are looking forward to your participation and appreciate your contributions in advance.

KEYNOTE SPEAKERS OF THE CONGRESS



KOFI ANNAN, Former Secretary General of United Nations – 13 NOVEMBER 2007, 09:30 hrs

Kofi Annan served as United Nations Secretary General from 1997-2006. During his tenure, he made his mark as an advocate for human rights, the rule of law, and the revitalization of the United Nations. He has been a key player in the fight against HIV/AIDS, and a leader of the multilateral response to the global terrorist threat. As Secretary General, Annan, worked to bolster the United Nation's relationship with businesses and civil society groups, sponsoring a Global Compact initiative to promote corporate social responsibility. He was instrumental in laying out the Millenium Development Goals, a strategy to meet the needs of the world's poorest by 2015. In 2005, Mr. Annan succeeded in persuading the United Nations to establish the Peacebuilding Commission and the Human Rights Council, new intergovernmental bodies dedicated to global peace and welfare. Annan was also a chief proponent of the creation of the Global Fund to fight AIDS, Tuberculosis, and Malaria. When elected to the Secretary Generalship in 1997, Mr. Annan became the first Secretary General to come directly from the United Nations staff. Born in Ghana in 1938, Annan studied in Kumasi, St. Paul (Minnesota), and Geneva before receiving a Master of Science in management at the Massachusetts Institute of Technology.

KEMAL DERVIŞ, Head of United Nations Development Programme – 13 NOVEMBER 2007

Kemal Derviş started as the head of the United Nations Development Programme, the UN's global development network, on 15 August 2005. He is also the Chair of the United Nations Development Group, a committee consisting of the heads of all UN funds, programmes and departments working on development issues. Prior to his appointment with UNDP, Mr. Derviş was a member of the Turkish Parliament representing Istanbul from November 2002 to June 2005. During this time, he represented the Turkish Parliament in the Constitutional Convention on the Future of Europe and was a member of the joint commission of the Turkish and European Parliaments. He was also active in the Economics and Foreign Policy Forum, a Turkish NGO working on economic and political issues. At the World Bank He also held various positions at the World Bank including Division Chief for Industrial and Trade Strategy and Director for the Central Europe Department after the fall of the Berlin wall, a position in which he later coordinated the World Bank and donor community' s support to the peace and reconstruction process in the Balkans (Bosnia). In 1996 he became Vice-President of the World Bank for the Middle East and North Africa Region where he was active in supporting the Middle East Peace Process. In 2000, Kemal Derviş became Vice-President for Poverty Reduction and Economic Management where he was responsible for the World Bank' s global programmes and policies to fight poverty. He was also responsible for operational coordination with other institutions, including the United Nations system, the IMF and the WTO on international institutional and policy issues.



PETER BAKKER, CEO of TNT Express – 14 NOVEMBER 2007

Peter Bakker has been chief executive officer (CEO) since 1 November 2001, on which date he succeeded Ad Scheepbouwer. He joined Royal TPG Post (then called PTT Post) in 1991 and was appointed financial director of its parcels business unit in 1993. He was appointed financial control director of TPG Post in 1996 and became a member of the Board of Management of TPG Post in 1997. Since the demerger of TPG N.V. from Koninklijke PTT Nederland N.V. until his appointment as CEO, he was chief financial officer and a member of the TPG Board of Management. Before joining TPG Post, Mr. Bakker worked for TS Seeds Holdings.

2nd International Quality Organisations' and Professionals' Summit

November 12th, 2007, Monday

12 November 2007, 09:00 – 09:30

OPENING SPEECHES

12 November 2007, 09:30 – 11:00

OPENING PANEL

Ela Yazıcı İnan, Sector Manager at European Commission's Delegation in Turkey

Simon Feary, International Register of Certificated Auditor's Director

Alan Bryden, Secretary – General of ISO (Waiting for Confirmation)

12 November 2007, 11:30 – 13:00

Z1A QUALITY OF AUDITS

Session Chairperson: Merih Ertaş Malmqvist, SWEDAC International Coordination Manager

Speakers:

Ahmet Altekin , *Linea Project Director at TOFAS*

Mahmut Genç, *Operations Manager at BUREAU VERITAS*

Yavuz Mollasalihoğlu, *Director at General of Standardisation for Foreign Trade*

12 November 2007, 11:30 – 13:00

Z1B IMPORTANCE OF INFORMATION FOR A COMPETITIVENESS

Session Chairperson: Mehmet Ali Berkman, CEO of AKKÖK Group in Turkey

Speakers:

Prof. Dr. Gülser Köksal , *Faculty Member at Middle East Technical University*

Sibel Bekler, *Quality and Environment Management Manager in Aksa Akrilik*

12 November 2007, 11:30 – 13:00

Z1C QUALITY APPROACHES FROM GERMAN AUTOMOTIVE SECTOR

Session Chairperson: Berker Telek, Quality Assurance Manager at MAN Turkey

Speakers:

To Be Announced

12 November 2007, 14:30 – 16:00

Z2A RAISING THE BAR OF QUALITY AUDITS

Session Chairperson: Atakan Baştürk, Secretary General at Turkish Accreditation Institution

Speakers:

Merih Ertaş Malmqvist , SWEDAC International Coordination Manager

12 November 2007, 14:30 – 16:00

Z2B EMBEDDING QUALITY TOOLS AND TECHNIQUES IN THE COMPANY LIFE

Session Chairperson: A. Hamdi Doğan, Secretary General at Kocaeli Chamber of Industry

Speakers:

Akın Polat , Partner at S.P.A.C Consultancy Company

Cem Denizli , Founder and Partner at Results Corp. Productivity Solution

Necip Özçer , Academic Group Associate Director at Turkish Institute for Industrial Management

12 November 2007, 14:30 – 16:00

Z2C QUALITY IN SOURCING: PREFERENCES OF GERMAN ENTERPRISES

12 November 2007, 16:30 – 18:00

Z3A DILUTING THE IMPLEMENTATION OF QUALITY STANDARDS

Session Chairperson: Bahadır Akın, Quality and 6 Sigma Director at Arçelik

Speakers:

Mehmet Bozdemir , Presidential Advisor & Head of Department of Personnel and System Certification at Turkish Standards Institute

Hatice İvit , General Manager of Dönmez Debriyaj

12 November 2007, 16:30 – 18:00

Z3B MANAGEMENT APPROACHES FOR LOGISTICS

Session Chairperson: Fatih Şener, Executive Committee Member at KalDer

Speakers:

Dr. Harry Angelopoulos , Consultant at UNICON Greece

Prof. Dr. Funda Şerifoğlu, Rector of Düzce University

Sedat Karabulut, HSE group manager at Arkas Holding Company

12 November 2007, 16:30 – 18:00

Z3C FUTURE OF QUALITY AT GERMAN ENTERPRISES

Speakers:

Joerg Klukas , *Director Business Excellence and Human Resources at T-Systems*

Walter Ludwig, *BASF*

16th Quality Congress

Global Competitiveness and World Citizenship

November 13th, 2007, Tuesday

13 November 2007, 09:00 – 09:30

OPENING SPEECHES

Çetin Nuhoglu, *Chairperson of KalDer*

Arzuhan Doğan Yalçındağ, *Chairwoman of Turkish Industrialists' & Businessmen's Association*

13 November 2007, 09:30 – 11:00

“WHERE ARE WE ?” PLENARY SESSION

Kofi Annan, *Former Secretary General of United Nations*

Kemal Derviş, *Head of United Nations Development Programme*

13 November 2007, 11:00 – 11:30

COFFEE BREAK

13 November 2007, 11:30 – 13:00

1A US COMPETITIVENESS VS. EU COMPETITIVENESS

Guest Speaker: Agah Uğur, *CEO of Borusan Group*

Session Chairwoman: Dr. Esra Lagro, *CIRP –International Research and Policy Platform Coordinator*

Speakers:

Dr. Bahadır Kaleağası, *Permanent Representative of Turkish Industrialists' & Businessmen's Association to the EU and BUSINESSEUROPE*

Prof. Dr. Hannes Leo, *Deputy Director of Austrian Institute of Economic Research*

Prof. Dr. Michael Landesmann, *Scientific Director in The Vienna Institute for International Economic*

Studies

13 November 2007, 11:30 – 13:00

1B ADVANTAGES OF DIFFERENT CULTURAL ELEMENTS' SYNERGY IN ENTERPRISES

Session Chairwoman: Prof. Dr. Nakiye Avdan Boyacıgiller, *Dean of the Faculty of Management at Sabancı University in Istanbul, Turkey*

Speakers:

Ahmet Söylemezoğlu, *Lead Financial Sector Specialist at the World Bank's Africa Region*

Juergen Ziegler, *President & CEO of Mercedes-Benz Türk*

Prof. Dr. Mehdi Abzari, *Associate Professor of the Management Department University of Isfahan, Iran*

13 November 2007, 11:30 – 13:00

1C NATIONAL QUALITY MOVEMENT TO BE A GLOBAL PLAYER

Session Chairperson: Mustafa Yılmaz, *General Manager in Aksa Akrilik Kimya Sanayi A.Ş.*

Speakers:

Doç. Dr. Ahmet Paksoy, *General Manager of Istanbul Fast Ferries Co.*

Gürhan Akdoğan, *CEO of Inoksan*

Prof. Dr. Mehmet Durman, *Rector of Sakarya University in Turkey*

13 November 2007, 11:30 – 13:00

1D RESPONSIBLE INVESTMENT AND ENVIRONMENTAL MANAGEMENT

Session Chairwoman / Speaker: Associate Professor Semra Feriha Aşçıgil, *Faculty Member in Middle East Technical University in Ankara, Turkey*

Speakers:

Ian Blythe, *Head of Corporate Social Responsibility for Boots The Chemists*

William Oulton, *Head of Responsible Investment and Strategic Advisor to the CEO of FTSE Group*

13 November 2007, 11:30 – 13:00

1E CORPORATE SOCIAL RESPONSIBILITY OF MASS MEDIA

Moderator:

Defne Samyeli, *News Presenter in Show TV a Nation-Wide Television Channel in Turkey*

Speakers:

Prof. Dr. Acar Baltaş, *Consultant and Founder of Baltaş-Baltaş Management, Training, Consultancy*

Prof. Dr. Davut Dursun, *Member of Turkish Radio and Television Supreme Council*

Hakan Gören, *Vice President of International Advertising Association Turkey*

Mehmet Barlas, *Journalist in SABAH a Nation –Wide Newspaper in Turkey*

Osman Sınav, *Producer*

Saner Ayar, *General Manager of Show TV a Nation-Wide Television Channel in Turkey*

RTL Representative

13 November 2007, 13:00 – 14:30

LUNCH

13 November 2007, 14:30 – 16:00

2A INNOVATION MODELS IN COMPETITIVE ENTERPRISES

Session Chairperson: **Prof. Gündüz Ulusoy**, *Founding Director of TUSIAD-Sabancı University Competitiveness Forum*

Speakers:

Prof. Dr. Atilla Öner, *Chairperson of the Board Of Directors Of Management Application And Research Center At Yeditepe University in İstanbul, Turkey*

Prof. Leif Hommen, *Associate Professor in Centre for Innovation, Research and Competence in the Learning Economy in Lund University in Lund, Sweden*

Dr. Gunther Lay, *Fraunhofer-Institute ISI*

13 November 2007, 14:30 – 16:00

2B LEADING DIFFERENT CULTURES

Session Chairperson: **Ali Pandır**, *CEO of TOFAŞ*

Speakers:

Ayşegül İldeniz, *Regional Director for the Middle East, Turkey and Africa Region*

Mahmut Bayazıd, *Member of Faculty of Management in Sabancı University in İstanbul, Turkey*

Dr. Yeşim Toduk Akiş, *Founding partner of AMROP International in Turkey*

13 November 2007, 14:30 – 16:00

2C CUSTOMER SATISFACTION APPROACHES FROM TURKISH CUSTOMER SATISFACTION INDEX WINNERS

Session Chairperson: Prof. Dr. Ali Rıza Kaylan, Coordinator of Supreme Council of Turkish Customer Satisfaction Index

Speakers:

Sadi Fansa, General Manager at McDonalds Turkey

Cemal Ezerdi, General Manager at Axa Oyak Insurance Company

13 November 2007, 14:30 – 16:00

2D CORPORATE SOCIAL RESPONSIBILITY AND GLOBAL COMPACT

Session Chairperson:

Mahmood Ayub, UN Resident Coordinator and Resident Representative of United Nations Development Program

13 November 2007, 14:30 – 17:00

2E SUSTAINABLE PROCESS MANAGEMENT

Session Chairperson: Arzu Aras, Borusan Logistics Management Systems Manager

Speakers: Orhan Unal, Viko Elektrik Technical Logistics Director

13 November 2007, 16:00 – 16:30

COFFEE BREAK

13 November 2007, 16:30 – 18:00

3A INNOVATION GOOD PRACTICES

Session Chairperson: Halil Kulluk, Chairperson of Intekno

Speakers:

Ekber Onuk, Vice Chairperson of Yonca Onuk JV

İsmail Başyigit, CEO of MILSOFT

Kim Klastrup, Group Senior Vice President - Corporate Branding & Marketing, Grundfos Management A/S

13 November 2007, 16:30 – 18:00

3B RICHNESS OCCURED FROM DIFFERENT CULTURES

Session Chairwoman: Prof. Dr. Nedret Kuran Burçoğlu, Director of the Foreign Language School and the Head of Translation and Interpreting Department in Yeditepe University in İstanbul, Turkey

Speakers:

Deniz Gürsoy, General Manager of Sofra Catering

Prof. Dr. Murat Belge, Head And Program Coordinator Of Comparative Literature İn Bilgi University İn İstanbul, Turkey (Waiting for Confirmation)

13 November 2007, 16:30 – 18:00

3C TQM APPLICATION PRACTICES FROM PUBLIC SECTOR

Session Chairperson: Prof. Dr. Eser Karakaş, Member of Faculty of Business Management in Bahçeşehir University in İstanbul, Turkey

Speakers:

Hale Evircan, Headmistress at “Eskisehir Av. Mail Buyukerman” Preschool in Turkey

Dr. Mansoor El Awar, Chairperson of Middle East Quality Association (MEQA)

Sabahattin Demir, Principal of Erenköy Primary School

Prof. Dr. Sherif Abdel Moety El Araby, Vice President for Quality Assurance, and Dean Productivity & Quality Institute, Arab Academy for Science, Technology & Maritime Transport (AASTMT)

13 November 2007, 16:30 – 18:00

3D EUROPEAN UNION’S ENVIRONMENT AWARDS

Session Chairperson: Samim Saner, Chairperson of Executive Committee of Environmental Platform for Sustainable Development

Speakers:

Haldun Dingec, Product Development Manager of Eskisehir Refrigerator Plant at Arçelik

Dr. Sibel Sezer Eralp, Director of REC Turkey

Dr. Veysel Zengin, QA-QC Manager at Eczacıbaşı Fine Chemical Products Co.

Rahmi Yazan, Director of Utilities and Environmental Management Department at ERDEMİR

13 November 2007, 16:30 – 18:00

3E NEW CORPORATE MANAGEMENT APPROACH

Session Chairperson: Hüseyin Gürer, Managing Partner of Deloitte Turkey

Speakers:

David R. Beatty, Managing Director of the Canadian Coalition for Good Governance

Tayfun Bayazit, CEO of Yapı Kredi Bank

Prof. Dr. Ünal Tekinalp, Faculty Member at Istanbul University Law School in Turkey

Dr. Yılmaz Argüden, Chairperson of ARGE Consultancy

November 14th, 2007, Wednesday

14 November 2007, 09:00 – 09:30

LEVELS OF EXCELLENCE CERTIFICATION CEREMONY

14 November 2007, **09:30 – 11:00**

“PATH TO GLOBAL SUSTAINABLE COMPANY” PLENARY SESSION

Peter Bakker, *CEO of TNT EXPRESS*

14 November 2007, **11:00 – 11:30**

COFFEE BREAK

14 November 2007, **11:30 – 13:00**

4A KNOWLEDGE ECONOMY FOR A BETTER WORLD

Chairperson / Speaker: **Prof. Dr. İskender Gökalp**, *Director of Research at the Centre National De La Recherche Scientifique*

Speakers:

Yusuf Işık, *Economist and Parliamentary Adviser to M.P.*

Dr. Cemal Akyel, *Director, Developer and Platform at Microsoft Turkey*

Uğur Müldür, *Head of Unit at European Commission's DG of R&D*

14 November 2007, **11:30 – 13:00**

4B PROFILE OF GLOBAL EXECUTIVE

Session Chairperson: **Akın Duman**, *General Manager of TEI*

Speakers:

Prof. Dr. Acar Baltaş, *Consultant and Founder of Baltaş-Baltaş Management, Training, Consultancy*

Cem Kozlu, *Consultant to Coca-Cola Eurasia Group*

Murat Alsan, *Partner of KPMG*

14 November 2007, **11:30 – 13:00**

4C RECOGNIZING CORPORATE EXCELLENCE: LEVELS OF EXCELLENCE

Session Chairperson: **Zulal Kızıltaş**, *Levels of Excellence Manager at KalDer*

Speakers:

Celal Toroğlu, *General Manager of Fenış Teknik*

Kaan Gürgeç, *General Manager of Borusan Logistics*

Pervin Olgun, *General Manager of Barem Research*

14 November 2007, **11:30 – 13:00**

4D EUROPEAN CITIZENSHIP

Session Chairperson: **Mehmet Altan**, *Journalist*

Speakers: **Prof. Dr. İlber Ortaylı**, *Historian & President of the Topkapı Palace Museum*

14 November 2007, 11:30 – 13:00

4E PARTNERSHIP PROJECTS FOR DEVELOPMENT

14 November 2007, 13:00 – 14:30

LUNCH

14 November 2007, 14:30 – 16:00

5A INNOV8 WAVES

Session Chairperson: İrfan Onay, KalDer Management Consultant

Speakers:

Associate Professor Nilsen Altıntaş, *Human Resources Assistant General Manager of TEB*

Bob Barbour, *CEO of Centre for Competitiveness*

14 November 2007, 14:30 – 16:00

5B COMMUNICATION IN BUSINESS LIFE

Session Chairperson: İbrahim Aybar, General Manager of Renault Mais

Speakers:

Associate Professor Doğan Cüceloğlu

Faruk Güler, *CEO of Abalıoğlu Group*

Paul Doany, *General Manager of Turkish Telecom*

14 November 2007, 14:30 – 16:00

5C MEASURING PUBLIC SATISFACTION

Session Chairperson: Mehmet Yücel, KalDer Assistant Secretary General

Speakers:

Dr. Forrest Morgenson, *Research Scientist & Statistician, National Quality Research Center, American Customer Satisfaction Index*

Emin Dedeoğlu, *Director of Governance Studies Program at Economic Policy Research Foundation of Turkey*

Fikret Toksöz, *Turkish Economic and Social Studies Foundation's Good Governance Program Director*

14 November 2007, 14:30 – 16:00

5D ROLE OF BUSINESS LIFE IN FUTURE SOCIETIES

Session Chairperson: Turgut Yıldız, President of Business Council for Sustainable Development-Turkey

Speakers:

Cansen Başaran Symes, *Pricewaterhousecoopers Turkey Leader and Senior Partner*

Mehmet Ali Neyzi, *General Manager of AYGAZ*

Sani Şener, *Chairperson of TAV*

14 November 2007, **14:30 – 16:00**

5E PRET A PORTER – GOOD PRACTICES

Session Chairperson: Selma Akdoğan, KalDer Board Member

Speakers:

Ahmet Nakkaş, *Chairperson of Turkish Clothing Manufacturers' Association*

Can Dikmen, *E.T.F. Textile Co.*

Ekrem Akyigit, *Owner, promoter of Collezione trade mark and Chairperson of The Board*

Halide Alagöz, *H&M Turkey Liaison Office – Country Manager*

14 November 2007, **16:00 – 16:30**

COFFEE BREAK

14 November 2007, **17:15 – 17:30**

CLOSURE SPEECHES

Çetin Nuhođlu, *Chairperson of KalDer*

Arzuhan Dođan Yalçındađ, *Chairwoman of Turkish Industrialists' & Businessmen's Association*

14 November 2007, **16:30 – 17:15**

QUALITY AS A LIFESTYLE

Speakers:

Akın Öngör, *WWF Turkey Chairperson of the Board*

14 November 2007, **17:30 – 19:00**

15. NATIONAL QUALITY AWARD CEREMONY

