



# CONTACT

Newsletter of the International Academy for Quality

Dear Fellow-Academicians,

as I'm about to leave for a month' stay in Shanghai to give lectures on General Management rather than QC, I want to bring this issue on its way. It is good practice to keep up a schedule, even if there is by far not enough copy to fill the usual 4 pages.

## Next Triennial Meeting in Tokyo

All preparations are well under way for this important event. Any Academician wishing to include an item into the agenda should address himself as soon as possible to our Secretary-General Acn Zeller.

## Project 6

The finalized text of project 6: "New Quality Technologies and Methodologies required to meet the Social and Industrial Needs of the Nineties" has been submitted to Vicepresident Kondo by the project group consisting of Acn's Hansen, Kofoed, Masing, Seghezzi, Schwander and Zeller. The assistance of Acn Rovesjnak and especially Nana Zaludova is greatly appreciated. This is the second finished task of IAQ (after project 3, see CONTACT 25).

## Symposium postponed

With reference to the information given in CONTACT 26, Acn Aschner asks me to publish the postponement of the Symposium on Producer/Consumer Relations until September 7 - 9, 1987 following a recommendation of the EOQC secretariat.

## Acn Seghezzi honored

The University of Stuttgart (Germany) has nominated Acn Seghezzi Honorary Professor for Fastening Technology in Civil Engineering. This honor comes as a consequence of the very successful lectures of Acn Seghezzi which have attracted considerable number of students. Professor Seghezzi is also lecturing at the Technical University of Zürich (Switzerland)

IAQ congratulates our colleague for a honor well deserved.

## News from Argentina

Acn Bertin informs me as follows:

As you know, the IACC had, for the last five years, a Top Management Advisory Council which I founded and headed. It is formed by Presidents of major international <sup>and local</sup> companies. Lately, we have collaborated with the Government in the National Quality Program in general and in particular in the National Campaign for Quality. Presently we are in the second stage of a survey to find out the attitudes of different sectors of the Argentine population in order to determine which are the messages and how they should be sent to motivate massively for Quality of products and services.

This Management Advisory Council/decided to become a Business Foundation for Quality and Excellence with the following objectives:

- 1) Convince Presidents, business organizations such as Chambers of Commerce, etc. of the need to implement Quality in their companies.
- 2) Collaborate with the Government in the National Quality Plan and give the plan the necessary continuity through business support.
- 3) Guide and support the IACC, which will become the source of professional talent and technical information, local and world-wide, needed to implement the objectives of the foundation.
- 4) Study and establish indexes which will permit measuring the progress of Quality at a national level.

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On October 21, together with the business magazine "Mercado", a one-day meeting called "Primer Encuentro Empresario para la Calidad y Excelencia" took place. This meeting was attended by over 100 company Presidents and presentations were made in the morning by Government officials, consumer research and advertising experts and Acn. López Musi. In the afternoon I opened the session announcing the creation of the Foundation and presented an ASQC delegation headed by Acn. James Harrington and an expert from France (M. Ferrieu) who was visiting under the Cooperation Agreement with France. It was a very successful meeting.

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Dear friends and colleagues, this much for today. It is a little early still, but let me wish you happiness (and some leisure time) for Christmas, and good luck in the coming year. Don't bother to write to me. I'll spend December and the beginning of January in China. No festivities there at this time of the year. Just work.

Until the next issue appears

*Masing*