



## INVITATION: CALL FOR PAPERS

This International Quality Conference will be a joint effort of European Organization for Quality, International Academy for Quality and Finnish Quality Association and will be held **May 30th to 2nd June 2016 in Helsinki, Finland**. This conference is the 60th anniversary for EOQ, 50th for IAQ and 50th for the Finnish Quality Association.

The conference will examine quality from the leadership perspective, quality management and competitiveness research and development both locally and globally. Key participants are top management, strategic management, quality and development directors and managers, business excellence leaders, controllers and executives and experts of continuous improvement from all over the world with weight in European participants.

## PRESENTATIONS

The Conference Committee for the Finnish Quality Association invites you to submit abstracts for oral or poster or team presentations for the 60th EOQ Quality Conference. All submitted abstracts will be reviewed by the Conference Committee.

The Conference Committee has the right to accept the paper proposals as oral presentation or poster presentation. The instructions to the oral presentation and to preparation of the poster presentations will be provided with the notification of acceptance before February 12, 2016.

If you want to present a paper on the EOQ Congress 2016 in Helsinki, Finland, you are welcome to send an abstract to [speakers@quality2016.eu](mailto:speakers@quality2016.eu).

This mail should include:

- a short biography of the author(s),
- a title of the paper and
- a maximum 500 word abstract (word or powerpoint)

Important dates:

- Submission of Abstracts open: September 1, 2015
- Submission of Abstracts deadline: January 31, 2016
- Notification of Acceptance deadline: February 12, 2016
- Full Papers Submission and Registration deadline: March 14, 2016

The abstract should be sent no later than 31.1.2016 and should focus on one or several of the topics from the theme of the congress (see information further down). Authors will be informed whether their paper has been selected for presentation or not latest on 12.2.2016.

In case of acceptance the 1st Speaker/1st Poster Presenter/Team Leader will get 50% discount, the 2nd Author/Team Members 25% discount of the suitable registration fees.

Authors of accepted papers will then be sent technical requirements for full paper. Full papers should reach us no later than 14.3.2016. All accepted papers will be published in the conference proceedings, provided that they meet required standards and that at least one of the authors is registered to attend the conference.

The theme of the conference is **Quality Enables Growth and Competitiveness**

Growth means getting bigger or expanding market share of organizational influence; however more is needed to achieve competitiveness. Competitiveness implies development or getting better at the key purpose for an organization – improvement that is differentiated or delivery of truly attractive quality. This theme for the 60th Annual Conference of the European Organization for Quality will probe into the meaning behind this theme in a number of related areas.

As a kick-off to the conference we have asked Dr. Noriaki Kano to address how he sees the future development and application of his Theory of Attractive Quality and to express his thoughts about the direction of humanity's need for quality. Each sub-theme will be initiated by a lecturer to start the dedicated track and we are seeking contributory papers to complete the tracks. We will have a number of tracks and speakers also dedicated to conducting inquiries into the following **six themes**:

- **Sustainability and Quality the Future of the Business**

IAQ Think Tank on Sustainability

Submitted papers should address the following questions: What are sustainable business practices and what is their role in adding value to customers, public sector stakeholders, and society in the future? How does this relate to quality as a business function? What will be the most important key elements?

- **Business Improvement and Quality Planning on Strategic Level**

IAQ Think Tank on Quality in Governance

Submitted papers should address the following questions: What are the best practices in continuous improvement and quality planning on the strategic level? How are agility and fragility taken into account during the planning cycle?

- **Quality Case China: How the National Quality Plan of China Encourages Competitiveness**

IAQ China Regional Team [Invitations will be limited to Chinese experts to address this track]

Submitted papers should address the following questions: What is the historical change that China has enjoyed relative to quality in the past 20 years? How has the government of the People's Republic of China developed its strategic plan to deploy quality to drive improved performance of the nation's top brands and businesses and to increase its commercial power globally? How are economic inclusiveness of social systems, development of social responsibility, and business sustainability balanced in this plan to achieve the national objectives?

- **Start Up Businesses: Innovation and Excellence Locally and Globally**

IAQ Think Tank on Innovation

Submitted papers should address the following questions: How can start ups add value to their customers by harnessing innovation and deploying excellence? What are the main challenges and possibilities?

- **Quality and Lean**

IAQ Think Tank on Healthcare

Submitted papers should address the following questions: What are the core competencies for a competitive public sector organization? How can more efficiency be created with less and less resources?

- **Quality Tools – Today and Tomorrow**

IAQ Think Tank on Structured Improvement

Submitted papers should address the following questions: What is the role of quality tools, frameworks and standards in a modern organization? How do they help in adding value to the customers and other stakeholders? What are the main challenges and benefits of utilizing them?

## CONFERENCE AGENDA 31. MAY – 3. JUNE 2016

Monday 30th May	Tuesday 31st May	Wednesday 1st June	Thursday 2nd June	Friday 3rd June
PRU-Meeting	Pre Conference	EOQ Conference	EOQ Conference	Post Conference
Executive Board	General Assembly Presidential Meeting			
	Helsinki City Hall Greetings & Cocktails	Gala Dinner		

### Venue

Finlandia Hall, Helsinki, Finland

Finlandia Hall is one of the most iconic buildings in Finland, designed by world-renowned Finnish architect, Alvar Aalto, and was planned from the ground up for visitors and a wide range of events.

(<https://finlandiatalo.fi/en>)

## **Fees**

**Early Bird Fee** – valid until 31.12.2015

**Main Conference 990€**

1-2 June, 2016.

**Main Conference 1 190€**

1-2 June, 2016. For Quality Association Members within Europe

**Speakers 495€**

Main Conference on June 1-2, 2016

**EOQ representative 495€**

Main Conference on June 1-2

**Gala Dinner 150€**

June 1, 2016, Hotel Kalastajatorppa, Helsinki

**Gala dinner for Accompanying Person 150€**

June 1, 2016, Hotel Kalastajatorppa, Helsinki

**Pre Congress – Workshops 195€**

May 31, 2016

**Post Congress - Company Visits 195€**

June 3, 2016

## General Information

The Conference language is English. The Conference will include partners with an exhibition area. Rates for the partners are available at request. Interested companies and organizations are asked to contact Miia Rosenqvist, [miia.rosenqvist@laatukeskus.fi](mailto:miia.rosenqvist@laatukeskus.fi).

Useful information regarding partner baggage and exhibition are you will find on the official website: [www.quality2016.eu](http://www.quality2016.eu).

Further information: President Mr. Tani Järvinen, Finnish Quality Association, Finland, [tani.jarvinen@laatukeskus.fi](mailto:tani.jarvinen@laatukeskus.fi)

Conference home page: [www.quality2016.eu](http://www.quality2016.eu)



**60<sup>TH</sup> EQQ CONGRESS** † Helsinki  
**CREATING FRESH IDEAS**  
Quality Enables Growth and Competitiveness

1.-2.6.2016 † Finlandia Hall † Helsinki † Finland

 LAATUKESKUS  
EXCELLENCE FINLAND

 EUROPEAN  
ORGANIZATION  
FOR  
QUALITY

 INTERNATIONAL  
ACADEMY for  
QUALITY