

# Welcome to EBA Ceremonial Events 2017



# EXCELLENCE IN QUALITY

3 July, Hotel Schweizerhof, Luzern, Switzerland  
Supported by: Swiss Institute of Quality Standards

## Venue:

The Hotel Schweizerhof Luzern is far more than just a 5-star hotel. Its guest list dates back to 1845 and reads like a who's who of the international elite. Mark Twain, Leo Tolstoy, Roger Moore, Richard Wagner and Anastacia are just some of the illustrious names to have resided here. And yet the Hotel is still run by the same family, now in its fifth generation; it has retained its understated manner and kept its feet firmly on the ground, dispensing with any airs and graces



## Why Switzerland?

The Swiss quality standards are globally known and provide a perfect example of reliability, solid business, and financial reputation. Leading innovative strategies, pure environment, bespoke political tolerance – Switzerland possess numerous advantages for idea-sharing and international networking accompanied with the unforgettable Swiss experience.

## Why Lucerne?

Lucerne is the city – the essence of Switzerland. There is every amenity one can wish for in the city, along with breathtaking natural and urban sceneries, and historic attractions to name it the Cultural Capital and Heart of the Central Switzerland.

# PROGRAMME

International Conference 'Excellence in Quality' will be a joint effort of Europe Business Assembly (UK), Academic Union Oxford (UK), European Medical Association (Belgium), Swiss Institute of Quality Standards (Switzerland). The conference will be held in Lucerne on 3 July 2017 and will be concentrated on quality philosophy and top trends, strategies, and quality management practices from the leadership and competitiveness perspective. Key participants are CEOs and seniors, business excellence leaders, top experts on quality and strategic management, leading healthcare service providers, rectors, chancellors, and upper-level executives of Universities and educational institutions.

The main focus of the conference will be on the role models of excellence in 3 sectors: corporate, healthcare and medical travel, and education management. Acclaimed Swiss and international professionals will gather together to share and learn from each other for business improvement and positive social transformation.

Europe Business Assembly (EBA), established in 2000 and located in Oxford, UK, serves as the multicultural community of corporate leaders and academics from 48 countries, providing global ranking, expert consulting, marketing and publishing, and investment promotion services globally.



## 3 July, Monday

10:00–10:30

Registration and morning coffee /tea

10:30–11:00

### **Official Opening & Welcome Addresses**

-**Prof. John Netting**, Director General, Europe Business Assembly, UK

-**Welcome addresses from VIP Forum Partners**

11:00–13:00

### **'From Quality to Excellence – Models of Excellence'**

#### **Business Working Session**

**Moderator: Michael Derrer**, Director General of Ascent Swiss Business Management AG (Switzerland) and Director of the Swiss Institute of Quality Standards (SIQS)

*Key-note presentations and topics to be covered:*

- 1) 'Quality as the Key Driver of the Social Change'
- 2) 'Quality Culture as a Global Business Trend'
- 3) 'Quality: Focus on Environment and Social Responsibility'
- 4) 'Quality as an Effective Tool of Reputation Management and Customer Loyalty'
- 5) Healthcare in Switzerland as a Global Quality Standard

*Case study of the lead national and global brands bespoke for quality management*

13:00–14:00

Lunch and networking

14:00–16:00

### **Modules & Panels**

#### **Module 1: 'Quality in Business for Growth and Competitiveness'**

*Round-table* with **Michael Derrer**, Director of the Swiss Institute of Quality Standards (SIQS), Director General of Ascent Swiss Business Management AG, Switzerland.

Presentations from Swiss and international corporate leaders aiming for excellence in quality.



## **Module 2: 'Quality in Education: Trends, Strategies, Practices'**

*Workshop 'OXFORD ADVANCED PROGRAMME IN HIGH EDUCATION LEADERSHIP'*

Presenter: **Dr. Rui Verde**, Author, Professor of Law, Human Rights Adviser, Head of Law & Economics Department, AU Oxford, Ph.D. Law, University of Newcastle, UK.

Pitches from rectors and senior management of regional Universities and higher educational institutions participating in the workshop, and following panel discussion.

## **Module 3: 'Quality in Healthcare Services: Global Standards for Medical Travel Facilitators'**

Expert Meeting and Q&A with Vincenzo Costigliola, President of the European Medical Association (Belgium) and Andrej Reljic, Managing Director, Swisshealth (Switzerland) – the national organization representing leading Swiss hospitals and clinics for international patients from all over the world.

Presentations from the leading regional healthcare centers, hospitals, medical travel agents, Universities, Medical Research Institutions, and 'Best Medical Practice' project participants.

18:30–19:00

## **Evening Welcome Cocktail and Official Photo Session**

19:00–23:00

## **'Excellence in Quality' Award Ceremony**

Honouring regional leaders in the quality sphere

Gala dinner, traditional Swiss musical entertainment, photo/ video session and networking opportunities.

*All participants and guests are permitted to take photographs and video at the event.*

*Language of the ceremony is English.*

*Dress code: Men - business suit, dinner jacket or tail coat, women - evening/cocktail dress.*

## **4 July, Thursday**

## **Excursions with Swiss Flavour Day**

*Assembly point: Lobby  
Hotel Schweizerhof Luzern 5\*, Schweizerhofquai CH-6002 Lucerne*

10:30–15:00

## **Authentic Swiss Tour – Lucerne**

**Agreements and business visits** (Through the day upon preliminary agreement)

