

'EXCELLENCE IN QUALITY'

3 July 2017, Lucerne, Switzerland



Press release

International Conference 'Excellence in Quality' has become an annual joint effort of Europe Business Assembly (UK), Academic Union Oxford (UK), European Medical Association (Belgium), Swiss Institute of Quality Standards (Switzerland). The conference was held in Lucerne on 3 July 2017 and gathered together more than 200 regional business, professional and academic elite representatives from 52 countries. Acclaimed Swiss and international professionals shared and learnt from each other for business improvement and positive social transformation.

The forum was dedicated to 'From Quality to Excellence – Models of Excellence'. The main focus was kept on the role models of excellence in 4 sectors: city management, corporate, healthcare / medical travel and education management. The discussion was concentrated on quality philosophy and top trends, strategies and quality management practices from the leadership and competitiveness perspective. Key participants represented high-profile executives and seniors, business excellence leaders, top experts on quality and strategic management, leading healthcare services' providers, city managers, University rectors, chancellors and educational management. Switzerland as a country host of the forum has been specially chosen as Swiss quality finds worldwide recognition for the highest standards, excellence, reliability, solid business and financial reputation.

The agenda of the forum consisted of the Official Opening and welcome addresses from Prof. **John Netting**, Director General, EBA and from **Official and VIP Forum Partners:**

- **Mospace Multinational Corp, E-Commerce, Malaysia**
- **CHC HOTELS - Chnaris Hotel Management, Development & Consulting S.A, Greece**
- **ORB Corporate SDN BHD, Malaysia**
- **Port Autonome de Dakar, Senegal**
- **PT Taspen (Persero), Indonesia**
- **Tarabya British Schools, Turkey**
- **University of Mpumalanga, South Africa**
- **Dozzy Oil & Gas Limited, Nigeria**



Acclaimed experts and professors from **Oxford Business Expert Centre** (Oxford, UK) introduced the advanced learning courses for business processes & quality improvement and expert sessions.

The Business Working Session was moderated by Michael Derrer, Director General of Ascent Swiss Business Management AG (Switzerland) and Director of the Swiss Institute of Quality Standards (SIQS). Key-note presentations highlighted all aspects of quality as the key driver of the social change, a global business trend and an effective tool of reputation management and customer loyalty. Lead regional companies provided case studies and presentations of the national and global brands bespoke for quality management.

Life quality characteristics from the quality of labour organization, production quality to quality standards in education, healthcare, cultural tendencies, infrastructure and ecological safety are inclusive to the territory investment attractiveness profile. The business working session also hosted dedicated presentations of the city municipalities recognized as the investment attractive and tourism favourable regions:

- **Kaunas District Municipality**
- **Midvaal Municipality**
- **Municipality of Knjaževac**
- **Municipality of Koceljeva Municipality of Ludbreg**
- **Municipality of Zhelino**
- **The Municipality of Elbasan**



Modules & Panels section consisted of Module 1 on **'Quality in Education: Trends, Strategies, Practices'**



A Workshop on 'OXFORD ADVANCED PROGRAMME IN HIGH EDUCATION LEADERSHIP' was presented by Dr. Rui Verde, Author, Professor of Law, Human Rights Adviser, Head of Law & Economics Department, AU Oxford, Ph.D. Law, University of Newcastle, UK.

Educational excellence examples and regional academic institutions' cases were provided by rectors and senior management of regional Universities and higher educational institutions participating in the workshop, and following panel discussion about 'How to implement Oxford education quality standards to national University management and learning process?'

The module also contained presentations from lead regional higher educational institutions, members and partners of the Academic Union Oxford highlighting professional achievements and innovative developments. Admission of new members to the Academic Union, Oxford and Club of Rectors of Europe followed the academic session.

Module 2 'Quality in Healthcare Services: Global Standards for Medical Travel Facilitators' was held as an Expert Meeting and Q&A with Vincenzo Costigliola, President of the European Medical Association (Belgium) parallel to the academic session. The agenda of the section included the key-note presentation of 'The Best Medical Practice Project' – a popular joint initiative of EBA and EMA and addresses from the leading regional healthcare centers, hospitals, medical travel agents, clinical doctors.



'Excellence in Quality' Award Ceremony came as a climax of the forum, honouring regional leaders in the quality sphere.