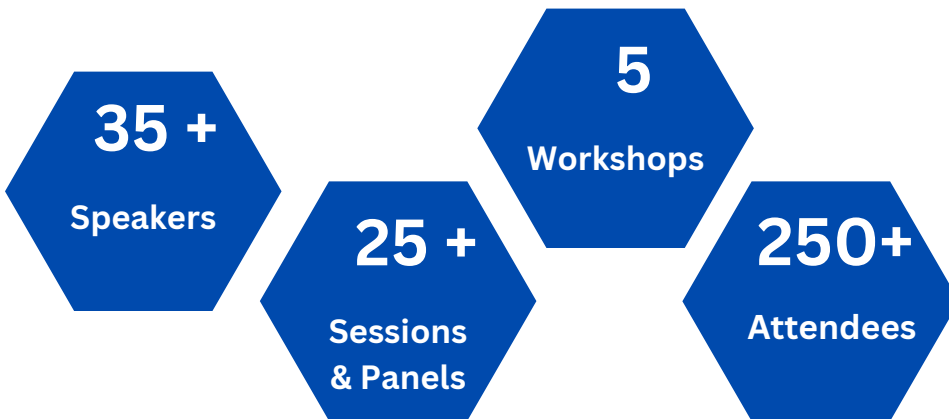


## AMERICAN SOCIETY FOR QUALITY ANNUAL EMEA CONFERENCE

# REIMAGINING QUALITY IN THE DIGITAL ERA

## PEOPLE, PRACTICES, STANDARDS

25-27 FEBRUARY, 2024



### Learn About:

- Quality management
- Excellence programs
- Quality trends & standards
- Quality Innovation
- Quality in Manufacturing & Service
- Quality for Sustainable Future
- Digital Transformation

<https://info.aus.edu/asq-2024>

+971 55 77 07518



[nnouaimeh@bod.asq.org](mailto:nnouaimeh@bod.asq.org)



American University of  
Sharjah, UAE



## CONFERENCE PROGRAM WORKSHOPS

**FEBRUARY 25, 2024  
WORKSHOPS (8 AM - 3 PM)  
REGISTER ONLINE**

Workshop
Six Sigma Yellow Belt
Change Management
Process Re-engineering
Innovation Processes & Tools For Quality Professionals
Big Data Analytics for Quality

## CONFERENCE PROGRAM DAY 1- BEFORE NOON

Day 1 Program- February 26, 2024		
Quality Trends, Standards & Excellence Awards Lecture Hall A (Main G02)		
8:00- 8:30	<b>Registration &amp; Networking</b>	
8:30- 9:10	<b>Welcome &amp; Keynote Speech</b>	Dr. Tod Laursen <i>AUS Chancellor</i> & Dr. Fadi Aloul <i>AUS Dean of College of Engineering</i> Dr. Blanton Godfrey <i>Joseph D. Moore Distinguished University Professor</i> <i>Past Chair- ASQ Board of Directors</i>
9:10- 9:30	<b>SEWA Quality and Digital Transformation</b>	Majid Al Huraimel <i>Executive Director- Sharjah Electricity &amp; Water Authority</i>
9:35- 9:55	TBC	Dubai Chambers
10:00- 10:20	<b>Excellence Journey in UAE</b>	Major General Dr. Abdul Qudous Al Obaidly <i>Assistant Commander for Excellence and Pioneering- Dubai Police</i>
10:20- 10:35	<b>Coffee Break</b>	
10:35- 10:45	<b>Quality Quiz- ASQ EMEA Team</b>	
10:45- 11:00	<b>ASQ Insights on Excellence Survey</b>	Sid Bahatnagar <i>CEO- ASQ</i>
11:05- 11:25	<b>The Journey to Sustainable Excellence</b>	Dr. Naser Jabon <i>Sheikh Saqer Government Excellence Program</i>
11:30- 12:30	<b>Panel Discussion</b> <i>The Pursuit of Excellence through Excellence Models</i>	
	<b>Moderator</b> Nancy Nouaimeh	<i>RD ASQ EMEA &amp; Managing Director- XcelliUm Consulting</i>
	<b>Panelists</b>	
	Dr. Ayed Al Amri	<i>President- Saudi Quality Council</i>
	Ken Snyder	<i>Executive Director- Shingo Institute</i>
	Dr. Jarrah Al Zu'bi	<i>Senior Manager Excellence Competitiveness- DEWA</i>
	Dr. Oussama Yousef Hamad	<i>Advisor- Dubai Government Excellence Program</i>
	TBC	Dubai Chambers
12:30 to 1:30	<b>Lunch Break - MB Dining Room, 1st floor</b>	

Complementary Activities and Visits- Please register free of charge upon when you are completing your conference registration.

Parallel Sessions

Breaks

## CONFERENCE PROGRAM DAY 1- AFTERNOON

Role of Quality in Building a Better Future Lecture Hall A (Main G02)		
1:30- 2:15	<b>Quality Challenge</b> <i>Reimagining the role of Quality in the Future</i>	Qabas Al Shaer Managing Director- Riforma Consulting
2:20-2:40	<b>Quality Professionals' contribution to Circular Economy</b>	Sunil Thawani & Marina P. CEO & Senior Management Consultant- Quality Indeed
2:40-2:55	<b>Coffee Break</b>	
3:00- 3:20	<b>Quality Improvement with Innovation Standards</b>	Tzvetelin Gueorgiev Lecturer- University of Ruse
3:20 to 4:20	<b>Panel Discussion</b> <i>Navigating Process Improvement &amp; Innovation in the Digital Age</i>	
	<b>Moderator</b> Moataz El-Menshawy	Managing Director- Think Quality First
	<b>Panelists</b>	
	Anthony Yammine	General Manager- GE Power
	Mohammed Al-Ali	Bus Operations Director- Road and Transport Authority
	Ali Haider	Operations Excellence Manager- House of Pops
	Shady El Safty	Senior Director of Regional Operations- NWTN Automotive
	Devraj Chattaraj	General Manager- TATA Business Excellence Group
4:20 to 4:30	Day 1 Wrap	Dr. Abderahim Shamayleh Head of Industrial Engineering Dpt.- Associate Professor- AUS
5:00 to 7:30	Complementary Visit to <b>Sharjah Research Technology and Innovation Park</b> * Site Tour * Outdoor Diner	

Complementary Activities and Visits- Please register free of charge upon when you are completing your conference registration.

Parallel Sessions

Breaks

## CONFERENCE PROGRAM DAY 2- BEFORE NOON

Day 2 Program- February 27, 2024		
Quality Applications		
8:30- 8:35	<b>Welcome</b>	
8:35- 8:50	<b>Keynote Speech</b> <i>Application of Quality within the energy sector &amp; its impact on Safety</i>	Dr. Sultan Owaisi <i>Engineering Quality Manager- Petroleum Development Oman</i>
8:50- 9:15	<b>Recognitions</b>	
	<i>Parallel Session 1- Lecture Hall A (Main G02)</i>	<i>Parallel Session 2- Lecture Hall B (Main G42)</i>
9:20- 9:50	<b>Shifting Focus - To improve operational excellence</b> Bader AlHarbi <i>Operational Excellence Lead Advisor- Saudi Aramco</i>	<b>Deriving Insights from Healthcare Data</b> Dr. Adeline Saliba <i>Advisor- Dubai Health</i>
9:55- 10:25	<b>Ensuring Material Quality in Quality Management</b> Nasser Al Arzi <i>Senior Quality Engineer- PDO</i>	<b>Digital Transformation in Healthcare- Revolutionizing Quality Management for Patient-Centered Care</b> Yazan Sharayah <i>Regulatory Affairs &amp; Operations Senior Specialist- Eon Dental</i>
10:25- 10:45	<b>Coffee Break</b>	
	<i>Parallel Session 1- Lecture Hall A (Main G02)</i>	<i>Parallel Session 2- Lecture Hall B (Main G42)</i>
10:50- 11:20	<b>Organization's BMI- A new quality tool to tackle organizational obesity</b> Sheriff Nasser <i>Senior Manager Projects Delivery- Red Sea Global</i>	<b>Applying LSS in SC: Integrated &amp; Automated Approach</b> Dr. Souraj Salah <i>Adjunct Faculty- HBMSU</i>
11:25- 11:55	<b>Approach to Sustainable Business Excellence (TBC)</b> Osman Ahmed <i>Egis Group- Quality Manager</i>	<b>Using Minecraft to deliver Lean Six Sigma Training</b> Marco Rodrigez <i>Six Sigma Trainer- EDGE Group</i>
12:00- 12:20	<b>Applying Strategy Mapping to Enable Execution</b> Jochen Amelsberg <i>Managing Director- APC International GmbH</i>	<b>Management of Supply Chain for Successful DT</b> Mansour M Al-Saleh, Zakariya S. Al-Helal <i>Supervisors Project Inspection Engineering Unit- Saudi Aramco</i>
12:25- 1:30	<b>Lunch Break</b>	<b>Students Competition Presentations</b>

Complementary Activities and Visits- Please register free of charge upon when you are completing your conference registration.

Parallel Sessions

Breaks

## CONFERENCE PROGRAM DAY 2- AFTERNOON

Quality Applications		
	<i>Parallel Session 1- Lecture Hall A (Main G02)</i>	<i>Parallel Session 2- Lecture Hall B (Main G42)</i>
1:35- 2:05	<b>Challenges and Opportunities of implementing LSS in KSA</b> Dr. Ahmed Aljabr <i>Continuous Improvement Consultant- Saudi Aramco</i>	<b>How to Leverage Data for Process Improvement and Digital Transformation</b> Hisham Serry <i>Production &amp; Supply Chair Manager- PCM ME</i>
2:10- 2:40	<b>Applications of Digital Twins for Quality</b> Bilal Dridi <i>BIM Head/Digital Transformation Lead- Bureau Veritas</i>	<b>Pre-Requisites of SMART &amp; Digitized Quality Systems</b> Nasir Hameed <i>Chief Quality &amp; Sustainability Officer- NAQUA</i>
2:40- 2:55	<b>Coffee Break</b>	
The Human Element in Quality Lecture Hall A (Main G02)		
3:00-3:20	<b>Mastering the Talent Tech Equation</b>	Dr. Raul Rodriguez <i>Vice President- Woxen University</i>
3:25- 3:45	<b>The Human Element in the Industry 4.0 Environment</b>	Magnus Varotti <i>Regional Quality Manager- Schneider Electric Systems Slovakia</i>
3:45-4:05	<b>The Happiness Equation: Empowering Quality Professionals for Happiness</b>	
4:05 to 4:30	Celebrating the winners of ASQ EMEA Students Competition Conference Wrap Up	Nancy Nouaimh - <i>RD ASQ EMEA</i> Dr. Mamoud Awad - <i>Associate Professor, AUS</i>

Complementary Activities and Visits- Please register free of charge upon when you are completing your conference registration.

Parallel Sessions

Breaks

## CONFERENCE PROGRAM- NEW DAY 3 COMPLEMENTARY INDUSTRY VISIT

### Day 3 Industry Visit- February 28, 2024

9:00 to 12:00	Complementary Trip to Sharjah Waste to Energy Facility (Pick -up and drop-off from conference site)
---------------	---