

Asian Sigma Summit 2008

9th annual

Process Improvement, Design and Management Know-How for Continuous Business Excellence and Improvement

**Main Conference 24 & 25 June • Pre - & Post Conference Masterclasses 23 & 26 June
One Day Intensive Boot Camp 27 June**

six sigma IQ events are currently held on 6 continents around the globe. We are the world's leading provider of Six Sigma, Lean and Process Improvement conferences, Summits and networking events. As the promoter of Process Improvement methodologies, it is our mission to stimulate thought-provoking dialogue and lively exchange between principal quality specialists through our forums, workshops, structured networking sessions, the annual Six Sigma Excellence Awards and e-updates.

The **9th Annual Asian Six Sigma Summit** is the leading platform for the gathering of Six Sigma minds in Asia to discuss the latest developments in Six Sigma, benefiting all who are at the forefront of driving product, service and management excellence.

WHAT'S NEW FOR 2008:

- ▶ A separate VIP Advance Practitioners track
- ▶ Industry specific Streams
- ▶ Strategy Specific Streams
- ▶ More masterclasses and workshops
- ▶ One Day intensive Boot Camp
- ▶ Six Sigma Excellence Awards and Gala Dinner
- ▶ Martial Arts theme night

Key topics to be discussed at this Summit:

- ▶ Engaging Key Stakeholder Buy-In and Leadership Commitment
- ▶ Creating Roadmap And Infrastructure For Sustainable Six Sigma Success
- ▶ Extracting Greater Value From Mature Six Sigma
- ▶ Integrating Lean Thinking with Six Sigma
- ▶ More focus on Six Sigma in sales and marketing
- ▶ The Role of Innovation in Six Sigma

Who Will Attend:

This conference has been developed for Master Black Belts, Black Belts, Six Sigma Champions as well as Heads, Vice Presidents, Directors, General Managers involved in:

- ▶ Six Sigma
- ▶ Operations
- ▶ Process Improvement/Continuous Improvement
- ▶ Organisational Excellence, Operational Excellence, Process Excellence
- ▶ Quality Improvement, Quality Management, Quality Assurance

Sponsor



CONFIRMED SPEAKERS INCLUDE:

Paul Tomes, *Operational Excellence Lead*
Credit Suisse

Clyde Parker, President
StarSixSigma.com

Rangaraj S., *Head Quality & Security Controls*
HTMT Global Solutions Limited

Jan van de Venne, *Development Quality Manager, Buss Excellence & product Quality*
Philips Consumer Electronics

Mohamed Rawoof, *MBB & Lean Leader*
Becton Dickinson

Phua Tien Beng, *6 Sigma Champion*
Singapore General Hospital

Kathleen Malone, *Lean Expert & MBB*
Intel

Nandkumar Mishra, *MBB & Business Excellence Deployment Lead, Corporate Quality and Delivery Innovation*
Patni Computer Systems Ltd.

Sandip Labh, *MBB, 6 Sigma Centre of Expertise*
BP

Javier Navarro, *MBB Asia Pacific Region*
Caterpillar Financial

S.Nadeem Ahmed, *Sr. Power Plants Engineer, 6 Sigma MBB*
Pakistan International Airlines Company

Sadia Moin, *Electrical Engineer & 6 Sigma Expert*
Pakistan International Airlines Company

Chetan Bhargava, *Business Excellence Lead*
Microsoft

Reddy Muralidhara, *6 Sigma Division Champion*
Caterpillar

Yeo Soo Hin, *Director Quality & Continuous improvement*
Intercontinental Hotel Group

Raveendran Doraisamy, *Manager Innovation & Continuous Improvement Methodologies*
Delphi (Singapore)

Helen Hao, *Regional Director of 6 Sigma, MBB*
Starwood Hotels & Resorts, Ltd (Greater China)

Taeyoun Won, *PhD, Consultant & MBB Business Innovation Department*
POSCO



09:00 Chairman's Welcome Address

09:15 **Key Note Opening Presentation**

Settling the underlying conflicts of Lean, Six Sigma and other continuous improvement methodologies for an integrated process improvement strategy

Primary concern to any enterprise that seeks customer satisfaction and market share is the ability to rapidly deliver high quality in a time and cost competitive manner. The dilemma is what is the best method and process to achieve this? As the market becomes more competitive, the focus on lean has grown significantly over the last 10 years. Key issues to be addressed:

- Understanding the motivations, objectives and benefits of integrating various improvement strategies
- Evaluating the operating mode of the various methodologies/ philosophies
- Creating a System Thinking approach

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10:00 **Making Operational Excellence work in Investment Banking – a Credit Suisse case study**

Paul Tomes, *Operational Excellence Lead*
CREDIT SUISSE

10:40 Coffee & Networking Break

11:10 **Unleashing the power of strategic Six Sigma for innovation and growth**

- The Innovation Gap
- Challenges in the changing world
- The chorus of the customer is everywhere and always
- Enabling out of this world success

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SIMULTANEOUS TRACKS:

Customize your conference experience! You can choose to attend either of these tracks, or any of the sessions, to match your need and interest

TRACK A (SERVICES INDUSTRY)

11:50 **Discussion Round**

Initiating the start-up of quality improvement in your organisation

In the global economy, the skill of continually improving quality is vitally important to an organization's longevity and success. You will have to develop a method of effective and efficient Continuous Quality Improvement (CQI). Measuring customer satisfaction is at the heart of CQI. The stages of planning, organizing and implementing CQI can lead you step by step toward gaining global market share.

TRACK B (MANUFACTURING)

Discussion Round

What is the need for innovation?

- Defining the process for innovation within your business
- How to utilize the power of your organisation to drive forward innovation
- Is there any limit for innovation within the Process Excellence framework

ADVANCED PRACTITIONERS VIP TRACK

Open Discussion Round

The future of Six Sigma techniques and methodology and its capability and utilisation

- Where is your organization right now? Defining the leadership vision
- Which techniques and methods worked for you and your team? What should you remove and what should be implemented new
- Measuring the success and planning for the future

12:50 **The right implementation, administration, and coordination of the Six Sigma initiative to drive your company to greater heights**

The ability to capture, analyze and communicate a common set of business processes is a pre-requisite for managing and transforming your business. BPM is key to delivering high performance, compliance and robust operations.

- The business challenges faced when deploying an operational strategy
- The need for a governed approach to business process capture and communication
- How this has been leveraged to improve process efficiency and standards globally
- The benefits for on-going operations and improved business agility

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Using Six Sigma quality root problems/ causes in systems/ processes with solutions to solve them

Six Sigma approaches root causes with traditional "quality tools" with searches for many possible root causes of a single problem. This is very appropriate for relatively simple (designed) systems, but mostly inappropriate for complex, evolved, or self-referencing organizational systems. So why don't we take this approach for more complex systems:

- Identify the system's constraint(s)
- Determine a strategy to exploit that constraint to its fullest capability
- Subordinate all other actions to that exploitation strategy (Drive out foot-shooting policies and activities - Don't let other aspects of the system inhibit the throughput of the constraint)
- Elevate the constraint (typically by acquiring more constraint capability or offloading from it to another piece of the system)
- When the constraint is "broken," and another aspect of the system now becomes its limiting factor, go back to step 1
- Do not allow inertia to become another constraint

Rangaraj.S, *Head Quality & Security Controls* HTMT
GLOBAL SOLUTIONS LIMITED

Discussion led by XXX

Innovation, Six Sigma and Design for Six Sigma: establishing how these can work hand-in-hand

Running better than competitors and responding to rapidly changing market places requires a perfect service and product offering. Dow responds to this by using a systematic blend of Six Sigma, Design for Six Sigma and TRIZ to combine traditional improvement with innovative solutions. Also an advocate of Lean, branded under the Six Sigma heading. The presentation will explain how these three crucial elements can be combined to embrace innovation and breakdown ideas that process improvement and innovation are incompatible.

- Identifying with creative functions to gain their trust and belief that your team can assist their function
- Filtering innovation and creativity into all projects to establish an innovation-focused mindset
- Communicating with accounting functions to justify longer innovation projects over shorter improvement projects
- Yielding a higher number of solution ideas through TRIZ to increase support for this methodology

13:30 Lunch & Networking Break



14:30

Making sure you're hearing your customers correctly

Collecting and correctly analyzing Voice of the Customer (VOC) data is critical to the success of Six Sigma projects. Unfortunately, many Six Sigma practitioners receive only a cursory education in how to create questionnaires and interpret the data collected from them. Incorporate the following in your organisation:

- Using results of a Six Sigma project correctly by understanding the validity and reliability of questionnaires
- Examining the evidence of validity through representation of different groups of people
- Determining reliability by using statistical measures of internal consistency

XXX, XXX, XXX**How to best overcome the problem of response management**

To overcome these challenges, one must not only communicate what the key metrics are, but also link financials to operational metrics. More important, you need to arm operations with tools that facilitate proactive management, not just measurement, of key metrics at the point of action. By developing a core competency in Response Management, manufacturers empower their staff to respond more quickly, positively impacting customer service metrics. And the ability to review and score multiple "what-ifs".

XXX, XXX, XXX**Discussion led by XXX****What lies beyond Lean Six Sigma once it is sustained in the organisation**

Now that Lean and Six Sigma have been a major initiative for over 10 years, the question "what's next after lean Six Sigma?" comes up time and time again. Initiatives are the critical mechanism to drive change within an organisation and developing a core competency to deploy initiatives is the next big step. So how can a company do that by deploying Lean and Six Sigma first and following with the deployment of smaller process improvement initiatives.

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15:10

Instilling enthusiasm and motivation throughout your workforce to generate acceptance and support

Increasing employee acceptance of the changes that come not just from initial deployment, but also from changes that you will encounter as your program becomes more advanced is a constant challenge for every progressing Lean Six Sigma program. A pipeline of projects can be created by encouraging employees to suggest potential projects themselves and the process excellence team then support and carrying out these projects. The presentation will showcase how this has create enthusiasm and acceptance amongst the general workforce, plus a steady supply of projects through:

- Using a rigorous process to clarify the business potential and financial return of what are initially just pain points
- Ensuring strategic and agile success within one year to continue the enthusiasm and acceptance for Lean Six Sigma

XXX, XXX, XXX**Implementing essential people management to achieve ideal results for Six Sigma deployment and project management**

- Attracting, motivating, and retaining quality employees
- Managing the knowledge worker
- Encouraging lifelong learning
- Championing projects
- Defining project outcomes.
- Communicating with your project team

XXX, XXX, XXX**Discussion led by XXX****Implementing continuous improvement on your continuous improvement process**

The challenge is to deploy a system that provided a common, structured work environment while offering the flexibility required for global deployment. So how to best develop a solution that allows you to easily populate project information from multiple sources into the central repository without requiring practitioners to re-enter their project data. By having project tools integrated with the portfolio reporting, practitioners, champions and managers are able to perform at a significantly higher level. At the same time, the executives are able to generate timely and meaningful analysis from our detailed project data. Understand how to achieve: Shorter project cycle times, higher quality and improved standardization

Yeo Soo Hin, Director Quality & Continuous improvement, INTERCONTINENTAL HOTEL GROUP

15:50

Coffee & Networking Break

16:20

The evolution of six-sigma: latest trends, current challenges and future outlook

In the quest for operations performance improvement, many business leaders fail to distinguish its strengths from its weaknesses. For peak performance, companies should position Six Sigma in the context of process management and assign process owners. Process owners ensure that all performance initiatives (Six Sigma, enterprise resource planning, balanced scorecard, customer relationship management and so on) are integrated to support strategic goals. Fitting Six Sigma into the process-management framework allows organisations to enjoy Six Sigma's benefits while keeping it away from areas where it doesn't belong. If applied correctly in the future more enterprises will reap cost savings, accelerated new-product introduction, improvements in customer satisfaction, and increases in profitability.

Nandkumar Mishra, MBB & Business Excellence Deployment Lead Corporate Quality and Delivery Innovation, PATNI COMPUTER SYSTEMS LTD.

17:00

Closing Plenary Session**Embracing Lean Six Sigma in service environments – Making it work**

Challenges, lessons learned and best practices for intermediate to advanced deployment leaders in Lean Six Sigma and Master Black Belts.

- Challenges of deploying Lean Six Sigma – How change management is the key
- Successfully achieving long-term sustainability through executive sponsorship support
- Lean Six Sigma as the foundation of your continuous improvement strategy and drive for quality

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17:40

End of Day One Presentations & Chair's Closing Remarks

17:50-

2nd annual ASIAN SIX SIGMA EXCELLENCE AWARDS & GALA DINNER

21:00

The six sigma IQ Excellence Awards have been established to honour, recognize and promote six sigma projects that demonstrate true best practices.

There is no better way to grab the attention of your CEO! If you're looking for a way to captivate the minds of your senior management, or a way to motivate your team, look no further. And not only will they hear about it, but so will the rest of the business world!

Winners will be highlighted and promoted across all six sigma IQ events and in the quality media across Asia Pacific and beyond.

And Martial Arts Theme Party**Six Sigma
Excellence
Awards**



09:00 Chairman's Welcome Back Address

09:15 **Opening Keynote Presentation**

Leading your team through change and transition

The ability to skillful lead your team through change and transition is a key component of our managerial skill set. It's critical for our survival and success in tomorrow's business. As organizations respond to the pressures of competition, your high-performance work team must learn to quickly adapt and attain higher standards of performance and productivity. Discover to smoothly blend the new strategies of today's business through the complex change process

Clyde Parker, President, STARSIXSIGMA.COM

09:55 **Design for Six Sigma excellence case study**

In this presentation Jan will share and take you on a detailed journey how Philips have further deployed the DfSS methodology in all newly formed divisions of Philips Consumer Lifestyle.

Follow the speaker and get latest insights on:

- Lessons learned and challenges overcome
- The right path to implementing DfSS

Jan van de Venne, Development Quality Manager, Business Excellence & Product Quality, PHILIPS CONSUMER ELECTRONICS

10:35 Coffee & Networking Break

SIMULTANEOUS TRACKS:

Customize your conference experience! Delegates can choose to attend either of these tracks to match every phase of their development.

TRACK C (SALES/MARKETING)

11:05 **Simply communicating your program's benefit to non-quality professionals**

Communicating with non-quality professionals to demonstrate the value and benefit of the program. The presentation will guide through the way this can be achieved at in an organisation.

- Delivering high dollar value on all projects to achieve immediate buy in on presentation of results
- Using internal modes of communication to spread the word of your programs success
- Using external recognition as an internal 'marketing aid'

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TRACK D: (LEAN AND SIX SIGMA)

Building the right culture for Lean and Six Sigma implementation

- Integrating Lean and Six Sigma – making the team understand the strategy in fusing Lean and Six Sigma applications
- Utilizing Lean Six Sigma in business processes to provide customer value
- Deploying Lean initiatives in business processes with Six Sigma metrics management
- Applying Lean tools in Business Process Improvement

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11:45 **Latest Tools for DFSS and Innovation**

- Chartering teams to understand the true VOC
- Identifying opportunities based on unmet needs
- Creating a team environment that is driven to innovate around those needs
- Allowing for out-of-the-box thinking to deliver a new product that will deliver customer satisfaction, increase loyalty and spending

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Singapore General Hospital case study: Cars and Patients, do they have anything in common?

In this presentation, Tien Beng will explore and present how the fusion of Lean and Six Sigma has transformed the business processes at SGH. He will also touch on the future vision of the hospital when it comes to Lean and Six Sigma implementations.

- Approach to improvement in SGH
- Implementing Lean and Six Sigma Projects
- Key learning points from the journey thus far

Phua Tien Beng, 6 Sigma Champion, SINGAPORE GENERAL HOSPITAL

12:25 **Selection and development of the right people for the six sigma job**

In order to ensure leadership success from the start, select for Black Belt training only those people who are assessed to be good potential leaders. Black Belts should be the best people in a company. Many companies therefore select employees who have been identified as having high potential and sometimes even management trainees as Black Belt candidates. A Black Belt candidate should be:

- A self-starter who can work on their own initiative with minimum supervision
- Able to lead, train, mentor and work in a team
- An effective communicator, at all levels
- Able to effectively work at multiple levels within the organization
- Energetic and enthusiastic and have a passion for excellence

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Integrating Lean and Six Sigma with ERP: Process Harmonization and ERP Implementation "a Six Sigma based approach"

The key issues in Presentation will feature:

- Integrating Lean & Six Sigma for faster results
- Intricacies associated with "As is" and "To be" Process
- Analysis for ERP implementation
- ERP (Enterprise resource Planning Modules) Performance Analysis using Six Sigma
- DMADVR (Define, Measure, Analyze, Design, Verify, Roll out) strategy for ERP

S.Nadeem Ahmed, Sr. Power Plants Engineer, Six Sigma MBB Pakistan, INTERNATIONAL AIRLINES COMPANY

13:05 Lunch & Networking Break

14:05 **Panel Session**

Selecting the right sales and marketing project for Six Sigma and effectively selling it throughout your organization

Scrutinizing what kind of projects work for Six Sigma in the sales and marketing arena to demonstrate value in terms of:

- Top line growth
- Customer value
- Competitive advantage

Panel Session

Transferring Lean principles to the front office

- What are your metrics?
- Where does standard work apply?
- Are you in the value stream?
- Is there a silo mentality?

15:05 **How to achieve and maintain ideal leadership commitment and involvement**

Six Sigma will never be a truly integral part of your organization until your leaders adopt and apply it. Making them Green Belts is not enough - it requires translating Six Sigma concepts into methods that are essential for, and flexible to, the demands of 21st century leadership. In this session, Reddy provides a model for "Six Sigma Leadership" that adapts (and even contradicts) process improvement principles, expanding and embracing a more ambitious vision of "Change Leadership."

Reddy Muralidhara, 6 Sigma Division Champion, CATERPILLAR

15:50 Networking Coffee Break



- 16:30 **What are the other alternatives to drive business excellence?**
Some organisations who use or started using Six Sigma or similar continuous-improvement methodologies, generally achieve only incremental gains. To achieve “world-class” performance, companies can’t rely on Six Sigma alone; they must regard it as a specialized tool suitable to certain needs but far from a cure-all. Six Sigma doesn’t address everything; one has to use it in combination with other tools. This presentation will cover other improvement tools which can be used alongside or even instead of Six Sigma.
Kathleen Malone, Lean Expert & MBB, INTEL
- 17:10 **Best technology support for Six Sigma applications**
XXX, XXX, XXX
- 17:50 Chairman’s Closing Remarks & End of Conference

Pre-Conference Masterclasses • 23 June 2008

A. Changing the game in Six Sigma project execution

We all want to finish Lean Six Sigma projects more quickly and get better results. Find out how to do this better through:

- Enabling new Belts to execute projects like seasoned professionals
- Leaning the project process – eliminate non-value added efforts
- Improving knowledge sharing – simplifying project replication
- Utilizing management tools to better leverage Master Black Belt resources
- Improving executive visibility (portfolio status, financial rollups, resource allocation)

This is an extremely interactive seminar so come prepared to ask questions about real world issues that you’re experiencing in your projects.

Reddy Muralidhara
6 Sigma Division Champion
CATERPILLAR

B. Effective launching and sustenance of Six Sigma for breakthrough results

The masterclass will address the key tools and techniques used in Six Sigma and is ideal for individuals who would like to understand the fundamentals of Six Sigma so that they can spearhead the initiative in their own organization. This workshop will help participants:

- Understand Why and how Six Sigma brings breakthrough improvements
- Prepare a road-map for launching Six Sigma: Where, Who, When, How.
- Understand how to apply Six Sigma methodology in Core Operations as well as Supporting Business Processes.
- Select the right methodology (DMAIC/DMADV).
- Gain sufficient knowledge to grasp most concepts being discussed in the conference

Masterclass content overview:

- SIPOC (with exercise)
- Voice of Customer (VOC)
- Customer oriented mind set
- Calculation of Process Sigma (with exercise)
- Process Mapping and Process analysis (with exercise)
- Root Cause identification and Cause and Effect
- Solution generation and selection (with exercise)
- Failure mode and effects analysis (with exercise)
- Pilot
- Cost Benefit Analysis
- Introduction to Control Charts
- Calculating the new process capability
- Project handover to Process Owner

Nandkumar Mishra
MBB & Business Excellence Deployment Lead Corporate Quality and Delivery Innovation
PATNI COMPUTER SYSTEMS LTD.

C. What’s wrong with traditional six sigma deployment process? And how can we use lean six sigma methodology to fix it?

If we measure the efficiency of lot of six sigma deployments processes, it doesn’t seem to be a process which is very efficient. Most deployments would have also negative characteristics. How to get them right and take corrective measures. The masterclass will cover the following aspects of deployment processes and methodology:

- Increase the process cycle efficiency (Value Added Time/ Total Cycle Time) of the traditional DMAIC projects
- Reduce changeover times for belts to move from a project to
- How transit trained belts who are not working on projects into “work-in-progress”, to avoid high WIPs and low capacity utilization
- One if the key tenets of Lean is a pull system (Kanban). How to overcome the traditional deployment process which is a push system. How to cope with the situation when belts are identified and trained, much before projects are identified.
- How to succeed both in solving technical problems and in getting engagement and ownership from the organization at large. Six sigma deployments need to drive not only problem solving, but also engagement and ownership
- Six sigma has an excellent toolkit for analyzing and solving process problems, we know that for change to be truly effective, people need to accept change. As most of the belts are not experts in people and cultural related change management issues, quite often, these improvements are sub optimal. How to get it done right?

As Six Sigma has increasingly become embedded into organizations and is becoming a process by itself, we practitioners need to look just as critically and analytically at our own deployment processes as we look at other business processes. We need to think along new lines and models. This session is designed to challenge existing models and processes and provoke practitioners into new ways of thinking.

Sandip Labh
MBB, 6 Sigma Centre of Expertise
BP

Main Conference 24 & 25 June • Pre- & Post Conference Masterclasses 23 & 26 June
One Day Intensive Boot Camp 27 June

REGISTRATION FORM

My registration code is: X XXXXX A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Please complete in BLOCK CAPITALS as information is used to produce delegate badges.
Please photocopy for multiple bookings.

Please do not remove this label even if it is not addressed to you.

*Register and Pay in full no later than 7 March 2008 to qualify for the Early Bird Discount.

- GROUP: I am registering a group of 3 or more to enjoy 1 free masterclass attendance for each.
 INDIVIDUAL: I am registering to enjoy special discount of SGD200

CONFERENCE PACKAGE	Early Bird Price (SGD)	Regular Price (SGD)
<input type="checkbox"/> Platinum Package (Conference + 4 Masterclasses + Intensive Boot Camp)	10,198	10,398
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* Discounts DO NOT apply to masterclass/boot camp(s)-only bookings. * Discounts cannot be combined.
* Discounts not valid if payment is received after 7 March 2008 * Prices include lunches, refreshments & conference materials.
* This booking form is valid only till 7 March 2008

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Signature _____ Date _____

I agree to IQPC's payment terms & cancellation policy
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- I am registering as a delegate, please send me an extra set of Conference Documentation with Audio CD with a S\$100 discount: S\$549.
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