



איכות בעידן הגלובליזציה
Quality in an Era of Globalization

The 19th International Conference of the Israel Society for Quality

October 22-24, 2012
Jerusalem, Israel



First Announcement
and Call for Papers

Dear Colleague,

It is my honor to invite you to participate in the Israel Society for Quality's (ISQ) 19th International Quality Conference. The conference will take place from the 22-24th of October, 2012 in the Ramada Hotel in Jerusalem, Israel.

The ISQ international conferences are the second largest quality conferences in the world with more than 2,000 participants from Israel and other countries. These guests represent many countries and quality societies and bring various quality cultures to the conference.

The conference theme is **Quality in an Era of Globalization** and reflects the changes in today's world. When we read the introduction of the Israel National Quality Award's regulations we see that the aim of the program is to promote quality in Israeli organizations so that they can compete in the global market. Today this market may be called a "global village" where everyone competes, boundaries are lost and many organizations become international concerns with branches around the world. Suppliers and manufacturers are measured for on time delivery, quality and how they respond. Programs such as the National Quality Award, standards and customer requirements are necessary for competing in this gigantic "village".

Quality people are leaders in the integration of quality and excellence in all levels and sectors. They are also involved in the supply chain and in responding to customers various communications. But do they have the knowledge, the tools and the methods to lead effectively? We find ourselves dealing more and more with short term goals, an excess of tasks, technologies that are continually changing, and demands to manage a variety of assignments.

Our biggest problem is a lack of time, especially for advancement and learning. The conference is an excellent place to solve this problem. We will deal with the many subjects and themes that are listed in this brochure. You will meet experts from various quality fields that will present methodologies, ideas, expertise and solutions. You will be able to meet them for coffee or around the lunch table. You will have the opportunity to learn about techniques and new ideas from colleagues of other nations. Just a small piece of advice - turn off your cell phone and laptop and give yourself some time for personal development.

The conference also marks the beginning of the 40th anniversary of the ISQ. You can meet the founders and members of the society; learn about its history and activities. You will be able to learn about its contribution to the state, industries and the quality profession in Israel. Come and celebrate this event with us.

Sincerely yours,
Gideon Roth
Conference Chair

Focus areas: • Quality as a solution during the global economic crisis • Integrated management systems (quality, environment, safety and others) • Quality in the digital environment • Quality in service oriented organizations • Knowledge management • Quality management • Empowering quality function • Audits • Risk management (DFMEA, PFMEA, APQP etc.) • Sustainability • Business continuity management (BCP, DRP) • Organizational excellence • Corporate responsibility • Quality development tools and methods • Metrology • And more
Sectors: • Aviation • Space and defense • Medical devices • Health • Public and private service • Finance • Higher education • Electronics • Software • Environment • And more

General Information

Venue: The conference will take place at the Ramada Hotel in Jerusalem.

Date: October 22-24, 2012

Language: The conference will be conducted in English and Hebrew. There will be simultaneous translation in many sessions.

Welcoming Reception: A welcoming reception will be held Sunday evening, October 21 at 19:00.

Gala Banquet: A festive evening will be held on Monday, October 22 at 20:00. The evening will include entertainment and dinner.

Night Tour: On Tuesday, October 23 there will be a night tour of Jerusalem.

Abstracts: Abstracts of 200-300 words should be submitted by May 1, 2012, preferably by email, to the Secretariat: ISAS International Seminars
POB 34001, Jerusalem 91340, Israel
Tel: +972-2-6520574, Fax: +972-2-6520558
E-mail: confer@isas.co.il
It is understood that this material has not been nor will be presented elsewhere prior to the conference.

Exhibition: A commercial exhibition will take place within the framework of the conference. For further information please contact the Secretariat at meetings@isas.co.il

Advertising and Sponsorship:

Please contact the Secretariat for space in the conference program and/or sponsorship of speakers, sessions and events.

Certificate of Participation: Will be supplied to participants upon request.

Letters of Invitation: Upon request, the Secretariat will send a personal invitation to participate in the conference. It should be understood that such an invitation is only meant to help visitors raise funds or obtain a visa and does not represent commitment on the part of the organizers to provide financial support.

Transportation from Airport to Jerusalem: Ben-Gurion International Airport is located 45 minutes from Jerusalem. Shared taxis (Nesher) run 24 hours a day and take you door to door for approximately \$16.

Registration Fee: The registration fee of \$800 for participants includes participation in all sessions, conference kit, program, proceedings, lunch and coffee breaks, welcoming reception, gala banquet and night tour of Jerusalem. There is a reduced fee of \$560 for presenters (only one presenter per paper). Fees are valid until September 12, 2012, after which there will be a surcharge of \$50.

Note: Special discount fees for groups can be arranged.

Please contact congress@isas.co.il

Accompanying Persons' Fee of \$350 includes the welcoming reception, opening ceremony, gala banquet, night tour of Jerusalem and a daylong tour of Jaffa and Tel Aviv.

Fee does not include attendance in program sessions.

Accommodations:

| | Prices (per room) | |
|---|-------------------|--------|
| | Single | Double |
| Ramada Hotel - | | |
| Main wing (Conference venue) | \$190 | \$203 |
| Ramada Hotel - | | |
| Royal wing (Conference venue) | \$171 | \$181 |
| Park Hotel (3 minute walk from venue) | \$120 | \$135 |

Price includes a full Israeli breakfast and 15% service charge.

Reservations must be made by September 12, 2012 and accompanied by a deposit of one night charge. Full payment must be made by October 16.

Official check-in time for hotels is 14:00 and check-out is 10:30. (Saturday check-in is approximately 20:00).

Cancellation Policy:

Registration cancellations received by September 20, 2012 will be fully refunded less a \$60 processing charge. There will be a 50% refund for cancellations received between September 20 and October 16, 2012. No refunds for cancellations received after October 16, 2012.

Hotel cancellations received after October 16, 2012 will be charged one night's accommodation fee.

Refunds will be processed one month after the conference.

Conference Secretariat:

ISAS International Seminars
POB 34001, Jerusalem 91340, Israel
Tel: +972-2-6520574
Fax: +972-2-6520558
E-mail: confer@isas.co.il

Website: Check updates on the conference site, www.isas.co.il/quality2012

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Tours

Exclusively for conference participants and accompanying persons

Tour #1: The North - Caesarea, Haifa & Acre

Sunday, October 21

Depart Jerusalem. Continue north through the orange groves of Sharon to Netanya and then to King Herod's ancient Roman port city of Caesarea. Tour the ancient port, Hippodrome and Crusader buildings and experience the museum and film that take you back 2000 years. Pass Zichron Yaakov and hear about the vineyards and city that Baron Rothschild built nearly 100 years ago. Tour Haifa, pass the Carmel Mountains, Stella Maris and Bahai Gardens and exit Haifa north towards Acre. Break for lunch. Visit Crusader sites and UNESCO Heritage



site of the underground city. Tour ancient port city and return to Jerusalem. Price \$145

Tour #2: Nazareth, Tiberias & Capernaum Wednesday, October 24

Nazareth (Church of the Annunciation and the Church of Saint Joseph), the ruins at Capernaum, Tabgha and the Church of the Multiplication of the Loaves and the Fishes. View Tiberias and the Sea of Galilee. Return via scenic view of Mount Tabor, site of transfiguration. Price \$150





Tour #3: Jerusalem Thursday, October 25

Full day tour of Jerusalem, including 3000 year old City of David, the Western Wall underground tunnels, Mt. Zion, King David's Tomb, the Room of the Last-Supper, Dormision Church, Zion Gate. Visit the Cardo, Via Dolorosa, Church of the Tomb, exit the Old City via Jaffa Gate.
Price \$80



Tour #4: Masada, Qumran, Dead Sea Friday, October 26

Descend through the beautiful scenery of the Judean Desert to the lowest point on Earth - the Dead Sea. Drive along the sea, pass by Qumran where the Dead Sea Scrolls were found and continue to Masada - the ancient fortress built by Herod the Great in the 1st Century B.C.E. - which was the last Jewish stronghold to fall during the revolt against the Romans. Ascend Masada by cable car, take in the magnificent views in all directions and tour the fascinating excavations. Bring water, hat, walking shoes, bathing suit & towel (there may be time for a dip in the Dead Sea).
Price \$130

Note:

- All itineraries are subject to change and require a minimum of 15 participants per tour.
- All tours depart at 8:00 from lobby of the Ramada Hotel and return to the hotel.
- Lunch not included.
- For additional tours and extensions, please contact the Secretariat.

Registration Form Quality 2012

Please send to: ISAS International Seminars, POB 34001, Jerusalem 91340, Israel
Tel: +972-2-6520574 / Fax: +972-2-6520558 / Email: register@isas.co.il

Surname _____ First Name _____

Email _____

Place of Work _____

Mailing Address (please check: Work Home) _____

City _____ Postal Code _____ Country _____

Telephone _____ Fax _____

Accompanying Person(s): _____

Please book a single room double room*

at the Ramada Hotel - Main wing Ramada Hotel - Royal wing Park Hotel

check-in date _____ check-out date _____ number of nights _____

I will share my room with* _____

*It is the sole responsibility of the participant to find a roommate. In the absence of a roommate single occupancy price will be charged

Please reserve seats on the following tours:

- Tour 1:** The Northseat(s) **Tour 3:** Jerusalemseat(s)
 Tour 2: Nazareth, Tiberias, Capernaumseat(s) **Tour 4:** Masada, Dead Seaseat(s)

Please itemize payments

Registration fee _____ \$

Accompanying person(s) _____ \$

Accommodations _____ \$

Tours _____ \$

Total _____ \$

I enclose a check or money order payable to ISAS International Seminars

Bill my credit card: VISA / MC / AMEX / DINERS

Number _____

Exp. Date _____ 3-4 Digit Security Code _____

Bank transfer to: ISAS International Seminars Ltd.

Bank Leumi Branch #687, 19 King David St., Jerusalem, Israel

Account Number 9400/41

SWIFT Account: LUMIILIT

IBAN Code: IL 79 0106 8700 0000 0940 041

Please email/fax a copy of the bank transfer instructions to the Secretariat.

Signature _____ Date _____