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Georgetown
UNIVERSITY

*3rd Latin American
Quality Conference*

February 25–28, 2004 — Managua, Nicaragua

New Challenges in Quality and Globalization

Preliminary Program

Official Conference Language: Spanish

THEME

SPEAKERS

WEDNESDAY - FEBRUARY 25

Quality and Competitiveness in the Agri-food Sector

Special program under the leadership of the Inter-American Institute for Cooperation on Agriculture (IICA):

- Seminar for enterprises specialized in the agri-food sector
- International experts

THURSDAY – FEBRUARY 26

Sustainable Organization Performance and Excellence with a Global Approach

- Jorge Plasencia Saldaña, President, Cueros Industrializados del Bajío-CUINBA, México
- Jorge A. González Soto, Director Future Business, Cueros Industrializados del Bajío-CUINBA, México

Customer Satisfaction and Service

- Customer service
- Voice of the customer

- José L. Guerrero, Profesor, McDonough School of Business, Georgetown University, USA
- José F. González, Mexican Institute for Quality Control, IMMECA, Mexico

Employee Satisfaction & Performance

- Motivation and performance appraisal
- Employee value creation

- Manu Vora, President, Business Excellence, Inc., Past Vice President -American Society for Quality, USA
- Jonny Zúñiga, Quality Manager, Oxford Shirtings Company, Honduras

Case Studies 1

- Visits to enterprises leading in quality

- Enterprise field visits: Coordinated with the CASS-Georgetown University Alumni and their respective enterprises.

FRIDAY – FEBRERO 27

Competitiveness and Quality: How to Succeed in the Global Economy

- Verona Somarriba, General Manager, XEROX, Nicaragua
- Vinod Singhal, Professor, Georgia Institute of Technology, USA

Quality Management System

- ISO 9000:2000 Standards
- Quality Awards - Malcolm Baldrige and Nicaraguan Quality Awards

Quality Tools

- Six Sigma
- Quality Assurance

Case Studies 2

- Visits to enterprises leading in quality

- Antonio Valero Alcaide, Director for Latin America & Africa, AENOR International, Spain
- Martin Ireta Sanchez, Professor, Department of Engineering, University of Monterrey, México

- D. Sniezek, Program and Quality Assurance Manager, Lockheed Martin Federal Systems, Inc., Member of the Board of Directors of the American Society for Quality, USA.
- Alexis Goncalves, Global Quality Intelligence, Citigroup - Consumer Bank; President of Latin American Foundation for Quality (LAFQ).

- Enterprise field visits: Coordinated with the CASS-Georgetown University Alumni and their respective enterprises.

SATURDAY – FEBRUARY 28

SPECIAL WORKSHOPS

Workshop for CASS-Georgetown University (CASS-GU) Alumni

- CASS/GU Alumni in the Quality Field:**
- Continuing professional development
 - Strategic alliances between alumni and the private sector
 - The challenge of regionalization in Central America and the Caribbean and the contribution of the CASS-GU Alumni

- Alberto Miller, Director CASS-GU, Broome Community College, State University of New York

Site: Universidad Nacional de Ingeniería (UNI), Managua

Workshop for Universities with Reciprocity Agreements with CASS-Georgetown University

- Competitive Benchmarking Techniques for the Effective Measurement of the University Performance**

- José L. Guerrero, Professor, McDonough School of Business, Georgetown University

Site: Universidad Centroamericana (UCA), Managua

Organizers & Sponsors



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