

EARLY BIRD DISCOUNT:
If you book and pay before
29 June 2006 you can
SAVE US\$200 on
the conference price!

**NO REPETITION,
NO THEORY,
ONLY PRACTICAL
BENEFITS**



Middle East Six Sigma Summit

Dispel myths, overcome critical challenges and optimise performance and quality throughout your organisation by making Six Sigma a reality

International Conference: 18-19 September 2006 • Interactive Workshops: 17 & 20 September 2006
Dusit, Dubai, United Arab Emirates

This was the best conference I've ever attended! Great job by Six Sigma IQ
SIX SIGMA IQ DELEGATE 2006

MAKE NO MISTAKE: this is not another generic Six Sigma conference. ONLY at this industry-crafted event will you discover how you can:

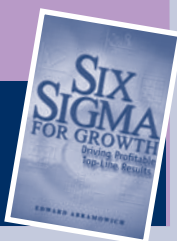
- Overcome the myths associated with Six Sigma with help from **DELL**
- Measure tangible benefits of Six Sigma in your company by learning from **MOTOROLA**
- Apply global best practice in a regional context by hearing the secrets of **DUCAB's** success
- Secure management buy-in for Six Sigma by learning from **XEROX**
- Tailor-make Six Sigma solutions to meet corporate objectives by benchmarking against **SCHLUMBERGER**
- Maximise revenue using Six Sigma to manage customers with **CITIGROUP**

Another great line-up of entertaining topics, across multiple disciplines
SIX SIGMA IQ DELEGATE 2006

PLUS! Join in these interactive workshops with industry leaders from Dell, Sun Microsystems and Wipro

- WORKSHOP A:** Demystifying the power of Six Sigma
- WORKSHOP B:** Six Sigma in action: practical considerations for your organisation
- WORKSHOP C:** Green Belt primer session: turning theory into practice

Register early and receive a free copy of **'SIX SIGMA FOR GROWTH: DRIVING PROFITABLE TOP-LINE RESULTS'** by Edward Abramowich!
Limited to first ten delegates.



WORLD CLASS SOLUTIONS TO REGIONAL CHALLENGES FROM:

- Senior Manager EMEA/Latin America/Caribbean Region
MOTOROLA
- Global Director Global Quality Intelligence
CITIGROUP
- Senior Manager and EMEA BPI Master Black Belt
DELL
- Six Sigma Black Belt and Master Change Agent
GE HEALTHCARE
- Lean Six Sigma Deployment Manager
XEROX INTERNATIONAL GROUP
- Deployment Manager and Black Belt
XEROX MIDDLE EAST
- Director Six Sigma, Global Sales Organisation
SUN MICROSYSTEMS
- Senior Manager, Best Practice Global Transaction Banking
HSBC
- Chief Financial Officer
BATELCO
- Senior Manager Business Efficiency and Performance Management
BATELCO
- Manufacturing Engineering Manager and Master Black Belt
DUCAB
- Lean Six Sigma Area Champion: Asia and Russia
SCHLUMBERGER
- Section Manager Materials Management Administration Support Services, Black Belt
SAUDI ARABIAN AIRLINES
- General Manager and Secretary General of the Board
SAUDI ARABIAN AIRLINES
- Vice President, Service Quality, Business Process Engineering Division and Master Black Belt
SHARJAH ISLAMIC BANK
- Operations Manager-Arabian Countries
AIG
- Board Member
SAUDI ARABIAN QUALITY COUNCIL
- Head of Organisational Excellence Group
ICICI BANK
- Senior Principal and Master Black Belt
WIPRO
- Senior Manager and Master Black Belt
HARRINGTON MIDDLE EAST

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Exhibitor



Industry-exclusive workshops provide an alternative, more informal learning environment. Specially designed to be as interactive as possible, these bespoke sessions allow you to spend in-depth time with an industry expert working through practical solutions to your challenges.

"Great forum to network and learn" - **SIX SIGMA IQ DELEGATE 2006**

WORKSHOP A • SUNDAY 17 SEPTEMBER 2006 • 09:00 – 13:00

DEMYSTIFYING THE POWER OF SIX SIGMA: A STEP-BY-STEP GUIDE TO PREPARE FOR A SUCCESSFUL SIX SIGMA DEPLOYMENT

If you are newly acquainted with Six Sigma then this is exactly the starting point for you. This interactive workshop will help you build a robust business case that generates a strong commitment from top level management to the shop-floor employees, for all functions in your organisation.

By walking through practical real life case histories you will discover:

1. WIIFM: 'What's in it for me?' for stakeholders, customers and employees in adapting and deploying a Six Sigma culture
2. Keys to success for launching a Six Sigma initiative
3. How to develop your own Six Sigma implementation roadmap
4. How to successfully lead a Six Sigma project

How you will benefit:

- Build a fundamental understanding of Six Sigma in your organisation
- Assess strategies to implement practical changes
- Develop the leadership skills for long-term success
- Identify areas of improvement in your organisation to achieve optimum efficiency

WORKSHOP B • SUNDAY 17 SEPTEMBER 2006 • 14:00 – 17:00

SIX SIGMA IN ACTION: PRACTICAL CONSIDERATIONS FOR ROLLING OUT SIX SIGMA ACROSS YOUR ORGANISATION

Having dealt with the theory and preparing your company for Six Sigma, this workshop will now confront the critical and practical success factors you need to consider when deploying Six Sigma in your organisation. This workshop will allow you to examine the critical roles and responsibilities individuals must take throughout the roll-out and how to allocate them through your organisation. Look at the fundamental costs that you will be addressing in the form of training and roll-out costs. Following this, the next step is knowing how to measure success. This workshop will address these concerns and more in making Six Sigma a reality in your company.

How you will benefit:

- Pinpoint where you can measure success in your company
- Safeguard Six Sigma deployment success
- Identify and assess the day-to-day challenges you will face
- Avoid common mistakes in making Six Sigma a reality in your company

WORKSHOP C • WEDNESDAY 20 SEPTEMBER 2006 • 09:00 – 16:00

GREEN BELT PRIMER SESSION: TURNING THEORY INTO PRACTICE

Every Master Black Belt has to start somewhere, and this exclusive session is designed for everyone who has ever wanted to know more about Six Sigma (but has been too afraid to ask).

This taster session will be a "one stop shop" for Six Sigma novices. You will be actively introduced to the key methodologies that you will be required to learn which are instrumental in the execution of Six Sigma, such as DMAIC and DMADV.

The workshop will form the foundation for a Green Belt qualification which will enable managers and quality experts alike to develop a basic understanding of key concepts.

How you will benefit:

- Acquire a baseline level of knowledge about Six Sigma essential for everyone
- Prepare to incorporate Six Sigma into your job function
- Know which IT solutions are available to support you
- Get to grips with the terminology: know your 'fire-fighting' from 'informed problem solving'
- Be fully equipped to embark on a Green Belt programme

PREPARING FOR SIX SIGMA

Your workshop leader:
Abdelhakeem Hammad
Senior Manager and EMEA BPI Master Black Belt

DELL
Abdelhakeem architects and the is one of the leaders of Dell's BPI model to develop and sustain long-term performance excellence capability.



MAKING SIX SIGMA A REALITY

Your workshop leader:
Brian Jarvis
Senior Manager and Master Black Belt HARRINGTON MIDDLE EAST

Brian is currently Senior Manager at Harrington Middle East based in Dubai and has trained over 75 Green Belts and Black Belts and mentored and coached over 100 Green Belt Projects, many with savings over US\$500,000.



FROM THEORY TO PRACTICE

Your workshop leader:
Jugal Prasad
Senior Principal and Master Black Belt WIPRO

Wipro are global leaders in the implementation of Six Sigma to the IT industry and were first in achieving BS15000 and the first company outside the USA to receive IEEE award, amongst many other accolades.



08:45 Registration, Refreshments and Networking

09:15 Chairman's Welcome and Opening Remarks
Abdelhakeem Hammad



Senior Manager and EMEA BPI Master Black Belt
DELL

Abdelhakeem architects and the is one of the leaders of Dell's BPI model to develop and sustain long-term performance excellence capability.

09:30 **OPENING INTERACTIVE SESSION: MYTHBUSTING 101**

This interactive session will open the conference by focusing on identifying the critical misconceptions which exist and which can hinder Six Sigma success.

09:45 **MEASURING THE REAL POTENTIAL OF SIX SIGMA IN THE MIDDLE EAST**

Keynote

Six Sigma was pioneered by Motorola in 1986. Today it has grown from an idea at one organisation to an essential tool used by all of the top ten Fortune 500 companies. Robert Drenzo will be presenting top tips to ensure you achieve significant and tangible results from your Six Sigma programme. This presentation will expose key ways you can maximise the performance of Six Sigma culture in your organisation and spread Six Sigma across your organisation's different functions.

Robert Drenzo

Senior Manager Networks and Enterprise Business EMEA and Latin America, Caribbean Region, Black Belt

MOTOROLA

Robert is Senior Manager for Strategy and Operations and is responsible for the overall strategy for the region, including all aspects of business operation.

10:25 **LEAN-SIX SIGMA: FOR UNCOMPROMISING QUALITY**

Case Study

Healthcare is the best example of an industry where the human costs of economising on quality is not an option. Here, Ahmed will be matching tools and problems fusing his extensive Six Sigma and GE experience to examine the best approach to develop in-house capability. One size does not fit all, so the presentation will tackle the elements that must be considered in addition to the approaches you can implement to ensure you map transformation. Ahmed will examine healthcare challenges salient to the market today.

Ahmed Mughrabi

Six Sigma Black Belt and Master Change Agent

GE HEALTHCARE

Ahmed has lead several process improvement projects in public and private hospitals in Saudi Arabia and United Arab Emirates.

11:05 Refreshments and Networking

11:30 **SIX SIGMA AND SALES: DRIVING PROFITABLE TOP-LINE RESULTS IN THE MIDDLE EAST**

Case Study



Major companies throughout the Middle East are looking to Six Sigma to deliver profitable growth and are modifying their classical tool sets and strategies in order to achieve it. The focus now is on becoming truly customer-centric and developing new offerings that customers value. Here, Edward will explain how leading companies have modified the 'classical' Six Sigma and Design for Six Sigma tool set and strategy in order to drive business growth and how you can apply their success to your regional operations.

Edward Abramowich

Director Six Sigma, Global Sales Organisation

SUN MICROSYSTEMS

And Author, **"SIX SIGMA FOR GROWTH: DRIVING PROFITABLE TOP-LINE RESULTS"**

Edward has global responsibility for the Six Sigma initiative in the sales force at Sun Microsystems having carried out related work at Allied Signal (Honeywell), Johnson Controls, Johnson & Johnson and GE.

12:10 **WHY DO SIX SIGMA PROGRAMMES FAIL?**

Case Study

The lack of planning before deploying Six Sigma inevitably leads to failure. Neglecting to match your Six Sigma program to your organisation's maturity, adopting an inflexible attitude and overlooking aligning your product approach are among many familiar issues. Undeniably, there is a myriad of pitfalls that you can fall into when deploying Six Sigma in your organisation. Pej will furnish you with insights to make sure these are not hazards you fall prey to.

Followed by: Six Sigma Deployment Surgery

Pej will be answering your specific questions on Six Sigma for your organisation.

Pej Danaee

Senior Manager, Best Practice Global Transaction Banking

HSBC

Six Sigma leaders, HSBC won the 2006 Excellence Award for "Best Six Sigma Project for Financial Services" and are previous winners of "Best Defect Elimination In Services And Transactions" as well as "Most Innovative Six Sigma Project".

12:50 Networking Lunch

14:00 **LEADERSHIP THROUGH QUALITY: THE XEROX WAY**

Xerox's Lean Six Sigma initiative combines two industry-recognized methodologies, tools and techniques which are deployed across the entire corporation. Black Belt-led projects are improving business processes, delivering increased productivity and profitability for the company and its customers. Since 2003, Xerox leaders have been

Case Study

integrating Lean Six Sigma across the corporation by committing the resources required to enable a robust deployment. Here you will be given valuable insights into how you can identify projects based on value creation and economic profit impact and engage every function across the value chain.

Tony Gattuso

Lean Six Sigma Deployment Manager

XEROX INTERNATIONAL GROUP

Tony is responsible for Xerox Lean Six Sigma deployment in one of its largest Developing Markets Operations. Xerox are winners of the 2006 Dubai Quality Award and are finalists in the Excellence Awards.

14:40

Case Study

TONE AT THE TOP: GETTING SIX SIGMA ON YOUR CORPORATE AGENDA

Securing leadership commitment from the outset is without question a huge road-block in the success of Six Sigma in your organisation. But it is essential to implement the basic groundwork: to "walk the talk", coach your teams and communicate, communicate, communicate! Without this performance will be short-lived, and investments and resources squandered. Batelco will be illustrating the steps they take from the top-down to support Six Sigma from implementation to execution.

Chris Gabriel

Chief Financial Officer

BATELCO

Chris is accountable for Finance, Treasury, Revenue Assurance, Risk Management, Information Technology, Procurement, Cost Leadership and Process Improvement and is responsible for the Six Sigma initiative in Batelco, a leader in the region in its commitment to quality.



INTERACTIVE PANEL DISCUSSION

15:20

CRITICAL SUCCESS FACTORS IN MAKING SIX SIGMA A REALITY IN THE MIDDLE EAST

- Applying Six Sigma to different business structures; family businesses, government operations
- Evaluating cultural implications of Six Sigma in the Middle East
- Ensuring and securing leadership buy-in in the region

INTERACTIVE PANEL DISCUSSION LEADERS

FACILITATED BY:

Pej Danaee

Senior Manager, Best Practice Global Transaction Banking

HSBC

Hassan Omar

Manufacturing Engineering Manager, Master Black Belt

Jamaladdin Abdullah Fattani

Section Manager Materials Management Administration Support

Services, Black Belt

SAUDI ARABIAN AIRLINES

Brian Jarvis

Senior Manager and Master Black Belt

HARRINGTON MIDDLE EAST

16:05

Refreshments and Networking

16:30

MANAGING CUSTOMERS FOR SERVICE EXCELLENCE

This session investigates the impact customers have on service production as a result of their direct involvement in the firm's operating environment. When managers involve customers effectively, customers can help firms reduce costs and improve quality. However, when managers are ineffective in involving customers operationally, their participation can have the opposite effect. Alexis will address three key areas: frameworks for how to effectively manage customer involvement; types of variability that customers introduce and strategies for influencing customers to change their operational behaviour.

Alexis P. Goncalves

Global Director Global Quality Intelligence

(Consumer Bank)

CITIGROUP

Alexis is the Global Director of Quality Intelligence for Citigroup, Global Consumer Bank. He has been working in the field of quality management for almost 20 years and has experienced the evolution of quality over time.

LIVE FROM NEW YORK

Case Study

INTERACTIVE INDUSTRY-SPECIFIC ROUNDTABLE DISCUSSION

17:15

Explore your industry specific individual concerns and goals in informal discussion groups facilitated by speakers of the day. You will be able to deconstruct the critical challenges you face to achieve Six Sigma success and tackle them head on as a team. There will be four industry roundtable discussion groups focusing on making Six Sigma a success in different industries. Each group is limited to ensure that you have the opportunity to contribute to and benefit from this invaluable experience.

1. Technology industry and Six Sigma facilitated by **DELL**

2. Transport industry and Six Sigma facilitated by **SAUDI ARABIAN AIRLINES**

3. Oil and gas industry and Six Sigma facilitated by **SCHLUMBERGER**

4. Manufacturing industry and Six Sigma facilitated by **DUCAB**

18:00

Chairman's Summary and End of Conference Day One

08:45 Registration, Refreshments and Networking

09:15 Chairman's Welcome and Recap

09:30 **ADDRESSING THE REAL COST OF SIX SIGMA: BALANCING QUALITY, COST AND TIME**

Keynote
Having the right product/service at the right price, on time and every time is the primary objective for any enterprise that seeks customer loyalty and deriving market share. In fact, balancing the relationship between these critical metrics: quality, cost and lead-time, is a non-trivial task. In this talk, Abdelhakeem will demonstrate how Dell utilizes Six Sigma and Kaizen to create the industry's most efficient operations.

Case Study



Abdelhakeem Hammad
Senior Manager and EMEA BPI Master Black Belt
DELL

Abdelhakeem architects and the is one of the leaders of Dell's BPI model to develop and sustain long-term performance excellence capability.

10:45 Refreshments and Networking

11:15 **DEPLOYMENT SUCCESS FACTORS: PROJECT SELECTION, MANAGEMENT BUY-IN AND CORPORATE LEADERSHIP**

Case Study

The success of Six Sigma depends to a large extent on how projects are selected and who is involved in the project selection. Explore the options for project selection and look at building the crucial communication strategy to support the process. Here, you can examine the critical factors that must be addressed to ensure the best fit projects and employees are selected to ensure that your Six Sigma deployment isn't a wasted venture.

Saurabh Saran

Operations Manager-Arabian Countries
AIG

Saurabh is responsible for ensuring international quality standards are met by AIG. Saurabh is also a Team Leader and Senior Assessor for the Dubai Quality Award.

12:00

DO YOU EVEN NEED SIX SIGMA? HOW YOU CAN USE OPERATIONAL EXCELLENCE TO SURVIVE ANY VOLATILE MARKET

Case Study

A robust business model used to be enough for organisations to survive. This is no longer an option. Operational excellence is the fundamental tool businesses throughout the region must now employ if they intend to have a long-term presence, or in some cases, simply survive. Here, Farrukh will be looking into using Six Sigma as one of the essential instruments of operational excellence, and will explain how businesses that do not adopt these techniques will soon be left behind.



Dr. Farrukh Kidwai
Vice President, Service Quality, Business Process Engineering Division and Master Black Belt

SHARJAH ISLAMIC BANK

Farrukh was a Corporate "Operational Excellence" Champion with W. L. Gore and Associates, a global manufacturing firm that has ranked in the USA Top 100 companies for over 20 years.

12:45

Networking Lunch

INTERACTIVE INDUSTRY-SPECIFIC ROUNDTABLE DISCUSSION

14:00

Explore your industry specific individual concerns and goals in informal discussion groups facilitated by speakers of the day. You will be able to deconstruct the critical challenges you face to achieve Six Sigma success and tackle them head on as a team. There will be four industry roundtable discussion groups focusing on making Six Sigma a success in different industries. Each group is limited to ensure that you have the opportunity to contribute to and benefit from this invaluable experience.

1. Healthcare industry and Six Sigma facilitated by **HARRINGTON**
2. Government operations and Six Sigma facilitated by **WIPRO**
3. Finance industry and Six Sigma facilitated by **HSBC**
4. Transactional environments and Six Sigma facilitated by **SHARJAH ISLAMIC BANK**

15:00

Refreshments and Networking

"Excellent mixture of diverse fields, and the participation of senior management was great" - **SIX SIGMA IQ DELEGATE 2006**

INDUSTRY-SPECIFIC STREAMED SESSIONS

Select Your "Manufacturing" Or "Services" Stream. You May Change Streams Between Presentations

MANUFACTURING STREAM

Chairman: Jamaladdin Abdullah Fattani, *Section Manager Materials Management Administration Support Services, Black Belt*
SAUDI ARABIAN AIRLINES

15:30 **DEVELOPING A QUALITY POLICY TO INCORPORATE YOUR MULTI-FUNCTIONAL ORGANISATION AS A WHOLE**

Case Study

Saudi Arabian Airlines have unified their quality policy across the organisation for the benefit of employees and customers alike, aligning their business objectives to include quality and Six Sigma. This requires management commitment from the highest level. Aged will be exploring the process Saudi Arabian airlines are following to tie in KPIs, policies and what the overall quality initiative means to an organisation. Here you will learn what the key challenges are associated with this stage of Six Sigma deployment, and how you can overcome them.

Ayed Al-Amri, *General Manager and Secretary General of the Board, SAUDI ARABIAN AIRLINES*
Board Member, **SAUDI ARABIAN QUALITY COUNCIL**

16:15 **USING SIX SIGMA TO REGULATE MANUFACTURING INPUT: HOW TO REDUCE COSTS AND INCREASE EFFICIENCY**

Case Study

The airline industry often suffers from unnecessary waste in efforts to meet stringent legislation. Like many companies, supplies that are bought in have to be re-examined for quality: any materials that do not meet passenger and equipment safety standards are quarantined. Looking at a Saudi Arabian Airlines case study, Jamal will highlighting how materials wastage was reduced to 6 days, an improvement of 80%.



Jamaladdin Abdullah Fattani, *Section Manager Materials Management Administration Support Services, Black Belt*
SAUDI ARABIAN AIRLINES

Jamaladdin has over 20 years of experience in various Saudi Arabian Airlines divisions and is one of the only airlines in the region employing business excellence tools.

17:00 **SIX SIGMA AS A TOOL FOR IMPROVING CYCLE TIMES AND BOOSTING PERFORMANCE**

Case Study

Pugalenthi will be taking you through applying lean concepts in the manufacturing environment to decrease cycle time and lower inventories for the benefit of any manufacturing organisation. Lean Six Sigma is a fundamental business tool that can out-perform customer expectations and reduce wastage across your business to provide quantitative and qualitative results.

Pugalenthi Pandian, *Lean Six Sigma Area Champion*
ASIA AND RUSSIA

SCHLUMBERGER

Pugalenthi deploys the Lean Six Sigma initiative in the Tech Centre/Product Centres in Asia and Russia as well as conducting Lean/Green Belt training.

SERVICES STREAM

Chairman: Tony Gattuso
Lean Six Sigma Deployment Manager
XEROX INTERNATIONAL GROUP

15:30 **BRINGING GLOBAL QUALITY TO REGIONAL OPERATIONS**

Case Study

Xerox is a globally recognisable brand-name, providing the broadest range of document management technology, solutions and services to enhance customer's business productivity. Mark will be providing a look into how Xerox is applying Lean Six Sigma to dramatically improve the company's internal and customer engagement functions. You can then learn how to apply these lessons to benefit terms of finance, growth and employee motivation from deploying Six Sigma to your customer service operations.

Mark Hoole-Jackson, *Deployment Manager and Black Belt*
XEROX MIDDLE EAST

Mark leads the Xerox Six Sigma initiative in the region. Xerox are winners of the 2006 Dubai Quality Award and are finalists in the Excellence Awards.

16:15 **SIX SIGMA AS AN ENABLER IN OUR JOURNEY TO WORLD CLASS EXCELLENCE**

Case Study

Six Sigma is one of the many organisational excellence tools ICICI employs. Sanjiv will outline the real business case for improvements and the foundational requirements your organisation must have. Sanjiv will also share crucial lessons learnt by ICICI.

Sanjiv Kerkar, *Head of Organisational Excellence Group*
ICICI GROUP

Sanjiv is responsible for building excellence capabilities in service delivered to customers and institutionalising quality initiatives across the ICICI Group.

17:00 **WILL SIX SIGMA BRING IN THE DESIRED IMPROVEMENT EFFECT?**

Case Study

Abdulghani will be telling you about the key ingredients that are making Batelco's Six Sigma projects a success, and illustrating the considerations deployment in the Middle East requires. Every project is different but there are guiding project implementation dynamics and key implementation constraints that you can take on board to save time and costs in your organisation. Finally, you can profit from an insight on the benefits and lessons Batelco's case study can offer.

Abdulghani Al Najjar
Senior Manager Business Efficiency and Performance
MANAGEMENT

BATELCO

Abdulghani has successfully executed several engineering projects, led the implementation of practical quality management system and assessed the effectiveness of the organisational quality aspects for Batelco.

QUESTION: Do you know what your company needs to do to make Six Sigma a success?

You face some critical challenges in making Six Sigma succeed

- Deconstructing myths
- Evaluating implementation costs
- Securing management buy-in
- Overcoming cultural challenges
- Maximising employee potential
- Streamlining business processes
- Rolling out Six Sigma across functions

So, at Six Sigma IQ we worked with our international partners to select the best fit companies, speakers and case studies so that you can leave this event equipped to:

- Tackle familiar and unfamiliar Six Sigma challenges
- Manage deployment costs effectively
- Present a robust business case to management
- Prevent problems by facilitating a positive culture
- Develop your employee skill base
- Identify wastage to improve operations
- Maximise Six Sigma deployment across departments

5 essential reasons why you need to attend this event:

- 1 **Unrivalled programme:** you've seen other Six Sigma events, now attend the event prepared by Six Sigma professionals, for Six Sigma professionals
- 2 **Communicate the benefits:** this event will provide the information you need to secure buy-in from management and gain commitment throughout the organisation to guarantee long-term success
- 3 **Equip your business:** to ride out the volatile market and ensure you outstrip your competitors by employing exacting quality standards
- 4 **Evaluate your Six Sigma deployment:** ensure long-term performance by assessing the link between Six Sigma and your company culture, and crucially, your strategic objectives
- 5 **Increase your bottom line:** work with internationally renowned organisations that have increased profits above and beyond expectations

3 essential reasons why you need to attend with your team:

- 1 **Avoid failure:** ensure your Six Sigma certified staff are aware of the pitfalls before they happen, and how they can work as a team to prevent this
- 2 **Link Six Sigma:** build the Six Sigma culture throughout your workforce for optimum results
- 3 **Achieve buy-in:** ensure your non-Six Sigma certified staff are involved by preventing the 'them vs. us' mentality in successful projects

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Senior decision-makers will be attending this conference to evaluate the best strategies and tools for their company's Six Sigma deployment. Decisions will be made. Partners will be chosen. People will be influenced by the discussions taking place at this event. Does your organisation need to be in the room when all this is happening?

We have a variety of packages to suit your needs, for more information and full details please contact alexia@iqpc.ae

SOLE BROADCASTING PARTNER



CNBC Arabiya, the region's first and only business TV channel, broadcasts live, real-time coverage of business in the Middle East, in Arabic. Broadcasting from Dubai, the station's bureaux are located in Riyadh, Jeddah, Al Khobar, Kuwait City, Doha, Manama, Cairo, Beirut, Tokyo and London.

Over 200 of the finest journalists and reporters present an unprecedented 15 hours of live business news and market coverage directly from the heart of the region's business centres, keeping you continually informed with information that matters.

During the day, our stock market coverage is the definitive, and only, television source of regional market activity, through live coverage of action directly from the exchanges. For real-time stock prices, the CNBC Arabiya ticker is the sole source on television while the our stock delivers regional and international currency and commodity prices.

In the evening, a lineup of innovative and impactful feature programming and talk shows discuss, debate and inform you of regional business, financial and socio-economic issues. We keep you keep abreast of international market and business news through our coverage from Europe and the US while hourly news bulletins throughout the day keep you updated on the political front.

CNBC Arabiya is global, influential, real-time, engaging and accountable. www.cnbcarabia.com

OFFICIAL ENDORSING ASSOCIATION



Dubai Quality Group is a non-profit organization, which was set up by the Department of Economic Development under the patronage of H.H. Sheikh Ahmed Bin Saeed Al Maktoum. The group offers many programmes throughout the year with the objective of improving Quality and Service among its member organisations.

Since its inception in February 1994, Dubai Quality Group has grown to include more than 1,500 individuals representing over 320 prominent organisations from both the private and the public sectors. Dubai Quality Group organizes activities aimed at developing the professional and managerial expertise of individuals.

One of the plan's aims is to develop a well-educated and skilled workforce and to raise the general performance level of the local business environment.

The DQG has close links with professional bodies and academic institutes in other countries. It provides an excellent environment for its members to meet and exchange ideas, information and expertise. It is a forum where all types of organisations can benefit from each other.

The Group's offices are located in Emarat Atrium on Sheikh Zayed Road, Dubai, where facilities include a fully equipped library & conference room. Membership is open to all companies, regardless of size. www.dqg.org

EXHIBITOR



MEDIA PARTNERS



IT Weekly is the first dedicated weekly IT title serving the region's IT professionals. With readership of around 70,000, the publication was launched to satisfy the rapidly growing IT market. Aimed primarily at end users throughout the GCC countries, IT Weekly provides valuable IT information in a weekly newspaper format. Easy to read and navigate, IT Weekly is the first for IT news each week. For more information on IT Weekly please visit: <http://www.itp.com/magazines/mediapacks/itweekly.php> or to subscribe please visit: www.itp.net/subscriptions/login.php



Arabian Computer News (ACN) is the region's leading monthly business, technology analysis magazine. Read by senior level MIS managers and board level executives it's regular features, analysis and insights campaign to help develop

the role of the Middle East's CIO, and ensure the power he or she wields in the data centre is transposed to the wider sphere of business influence. ACN is considered a must read publication in the IT industry, and has remained the most influential Middle East computer magazine for IT decision makers for the past 16 years. Published by ITP Business the region's leading IT and business publishers, ACN is available every month throughout the GCC. For more information or to subscribe please visit www.itp.net/magazines



Toronto-based **e-Sigma** is Canada's leader in Six Sigma and Lean Enterprise deployment. Our completely integrated program of training, tools, methodology and technology enables you to rapidly customize and deploy a business

improvement strategy that delivers the results that your shareholders and customers demand. Our strategic partnerships with some of the world's technology leaders, including SigmaFlow and Instantis, make e-Sigma your first choice for Six Sigma and Lean Enterprise strategies. Visit www.e-sigma.com for more information.

Middle East Six Sigma Summit

International Conference: 18-19 September 2006

Interactive Workshops: 17 & 20 September 2006

Dusit Hotel, Dubai, United Arab Emirates

REGISTRATION FORM

My registration code is: **Ed Refaay-OLY 10504**

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.

CONFERENCE PRICES

Don't forget to take advantage of our Early Bird Discount*!

If you book and pay before 3rd July 2006 you can save US\$200 on the conference price!

Conference Information	Normal Price
<input type="checkbox"/> VIP Package: 4-Day Conference (save US\$400)	US\$3895
<input type="checkbox"/> Conference + Workshop A	US\$2498
<input type="checkbox"/> Conference + Workshop B	US\$2498
<input type="checkbox"/> Conference + Workshop A + B	US\$3197
<input type="checkbox"/> Conference + Workshop C	US\$2898
<input type="checkbox"/> Conference Only	US\$1799
<input type="checkbox"/> Workshop(s) Only	
Please indicate your choice <input type="checkbox"/> Workshop A and/or <input type="checkbox"/> Workshop B	US\$699
<input type="checkbox"/> Workshop C	US\$1099

* Please note: Discounts cannot be combined.

* Offers do NOT apply to workshop(s) only bookings

DELEGATE DETAILS

Please photocopy for additional delegates and/or delegate with different addresses

DELEGATE 1 Mr Mrs Ms Dr Other

Name _____

Email _____ Telephone _____

Job Title _____ Department _____

Organisation _____ Nature of business _____

Address _____

Postcode _____ Country _____

Telephone _____ Fax _____

Dept. Head _____ Title _____

Name of person completing form if different from delegate _____

Signature _____ Date _____

I agree to IQPC's payment terms

No. of employees: 1-19 20-49 50-99 100-199 200-499 500-999 1,000

Please indicate if you have already registered by Phone Fax Email Web

Please note: If you have not received an acknowledgement before the conference, please call us to confirm your booking.

PAYMENT METHODS

We also accept payment by the following methods:

By Bank Transfer

By Cheque/Bank Draft

By Credit Card:

Please debit my credit card: Visa Mastercard American Express

Card No

Expiry date

Cardholder's name _____ Signature _____

Card billing address (if different from Co.address) _____

Country _____ Postcode _____

Please tick the appropriate box if you would like to pay by one of these methods and our customer services team will be in touch to finalise the payment.

PAYMENT TERMS

Payment due on receipt of invoice. If a booking is received 10 working days before the conference a credit card number will be taken to confirm your place, likewise if full payment has not been received before the conference date.

3 WAYS TO REGISTER

- 3
- Fax** 971 4 360 4481
- Email** ed.refaay@iqpc.ae
- Phone** 971 4 360 2865
- Ed Refaay**

TEAM DISCOUNTS

IQPC recognises the value of learning in teams. Group bookings at the same time from the same company receive discount:

- 3 or more 7%
- 5 or more 10%
- 8 or more 15%

This offer is exclusive of the early bird discount. Call us for a special discount rate for teams of 10 and above (Not applicable to workshop(s) only bookings).

VENUE & ACCOMMODATION

VENUE: Dusit Dubai, United Arab Emirates

133 Sheikh Zayed Road
PO Box 23335
Dubai
United Arab Emirates
Tel: +971 (4) 343 3333
Fax: +971 (4) 343 4222

ACCOMMODATION: Hotel accommodation and travel costs are not included in the registration fee. A reduced corporate room rate has been arranged for attendees at this training course. To take advantage of this special rate, please process the hotel room reservation form provided upon confirmation of your attendance.

CONFERENCE DOCUMENTATION AND AUDIO CDs

I am registering as a delegate, please send me an extra set of Conference Documentation with Audio CD with a US\$50 discount: US\$300.

I cannot attend the event, please send me the Conference Documentation and Audio CD at US\$350.

I cannot attend the event, please send me the Conference Documentation only at US\$290.

(Plus shipping and handling Singapore US\$6 Malaysia US\$12 & other countries US\$30.)

(N.B Advance orders will determine whether or not this conference will be recorded - Please enclose payment with your order.)

Your order is risk free! If not satisfied simply return the product within 15 days for a full refund.

PAYMENT POLICY: Payment is due in full at the time of registration and it includes lunches, refreshments and detailed conference materials. Your registration will not be confirmed until payment is received and may be subject to cancellation.

CANCELLATION & SUBSTITUTIONS - You may substitute delegates at any time. IQPC does not provide refunds for cancellations. For cancellations received in writing more than seven (7) days prior to the conference you will receive a 100% credit to be used at another IQPC conference for up to one year from the date of issuance. For cancellations received seven (7) days or less prior to an event (including day 7), no credits will be issued. In the event that IQPC cancels an event, delegate payments at the date of cancellation will be credited to a future IQPC event. This credit will be available for up to one year from the date of issuance. In the event that IQPC postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future IQPC event. This credit will be available for up to one year from the date of issuance. No refunds will be available for cancellations or postponements.

IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergencies.

PROGRAM CHANGES POLICY - Please note that speakers and topics were confirmed at the time of publishing; however, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

YOUR DETAILS - Please email our Database Manager at enquiry@iqpc.ae and inform him/her of any incorrect details which will be amended accordingly.

DATA PROTECTION - Personal data is gathered in accordance with the Data Protection Act 1984. Your data may be passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please check the box below.

Please do not pass my information to any third party.