

**Calling for
Participants!**

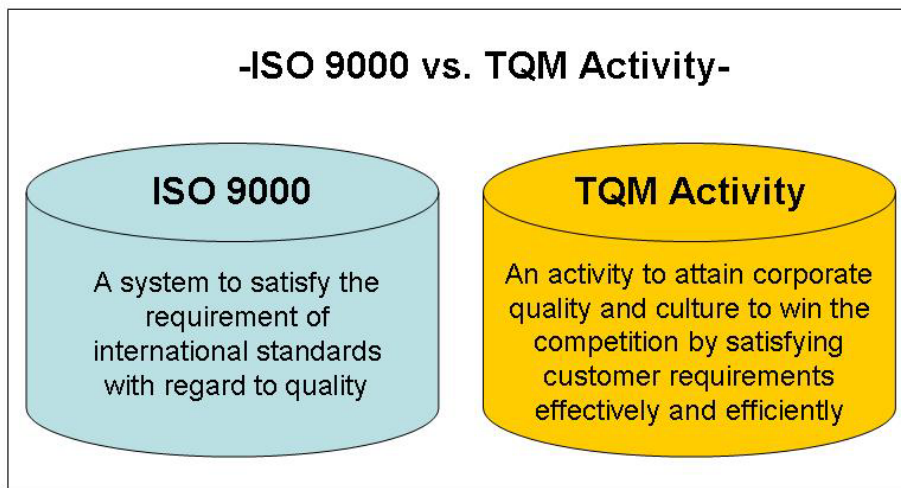
**JUSE International Seminar on TQM (ISTQ)
July 1 – 9, 2013
Union of Japanese Scientists and Engineers (JUSE)**

1. What is TQM?

TQM is a set of systematic activities carried out by the entire organization to effectively and efficiently achieve company objectives so as to provide products and services with a level of quality that satisfies customers, at the appropriate time and price.

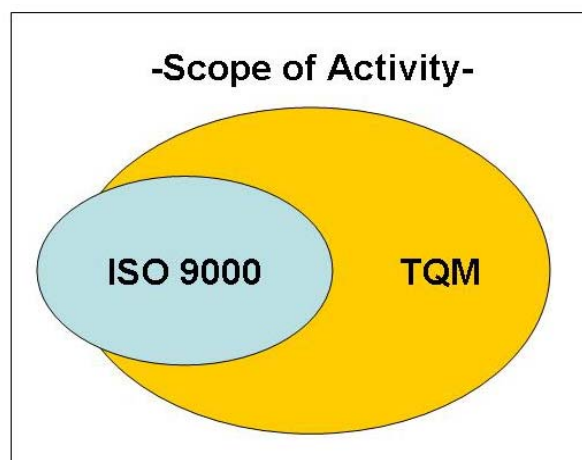
2. ISO9000 vs. TQM activity

While ISO9000 is a system to satisfy a set of standard requirements in quality, TQM activity aims at attaining corporate quality and culture for sustainable growth.



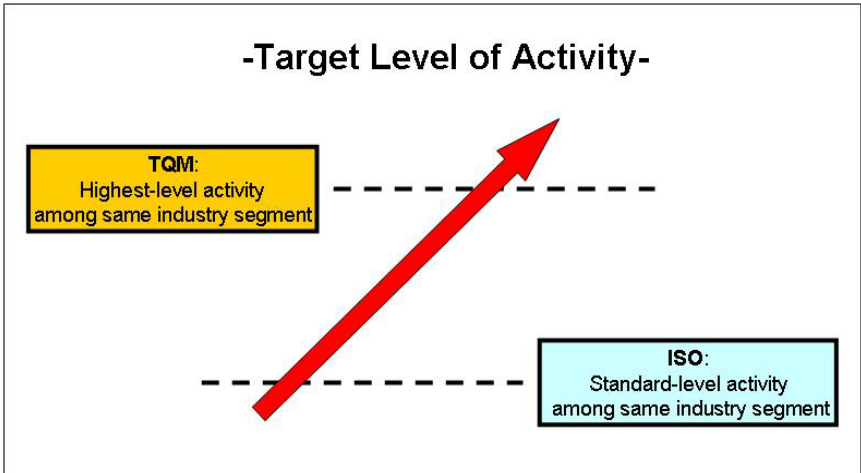
(Chart 1: ISO9000 vs. TQM Activity)

The scope of TQM is inevitably much wider than ISO9000, and the level of activity expected is much higher.



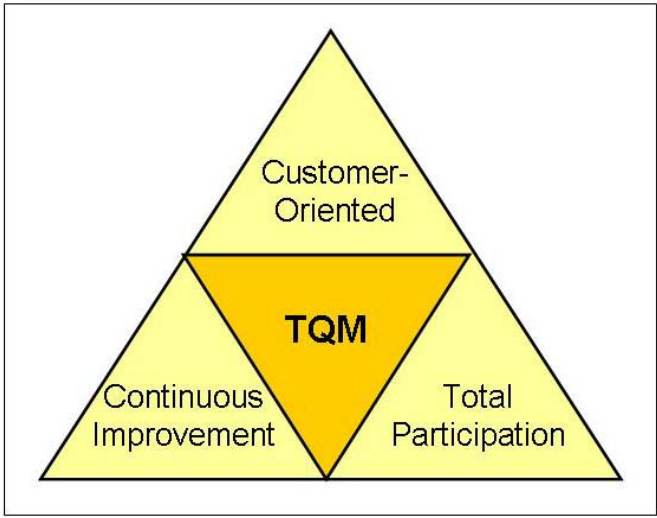
(Chart 2: Scope of Activity)

(Chart 3: Target Level of Activity)



3. Why “TQM” now?


TQM is a method proven by history to have changed ‘crises’ into ‘opportunities for improvement’ for a number of renowned world-class companies. In order to successfully deploy TQM, history shows it is essential to have customer-oriented views, make continuous improvement and employ total participation.



(Chart 4: Three essentials for TQM Activity)

Toyota claims that, in addition to the above three essentials to drive TQM successfully, sharing a ‘sense of urgency’ among all employees, is the key, although it is the most difficult to obtain quickly. At a time of great danger, management and employees tend to become one by sharing the same sense of urgency, at a very high level, and more in the same direction to overcome the situation. We can strongly recommend that, now under a heightened sense of crisis, it is the best opportunity to introduce TQM or further develop TQM, as you have the key to attain the three essentials to drive TQM successfully.





By tracing the history, we see leading TQM companies introduced TQM or drastically improved their activity level by changing 'crises' into 'opportunities for improvement', and now enjoy higher recognition.

4. Why TQM in Japan?

TQM was born and developed in Japan. The "Quality Progress", a monthly quality magazine by the American Society for Quality (ASQ), highlighting Japanese quality which featured Toyota in its January 2009 issue, quotes "The Japanese have taught us that quality is an absolute." "Toyota has created an unstoppable, unbelievable culture of quality—that everybody is responsible for quality every single day." As told TQM aims at attaining corporate quality and culture, where else other than Japan, you can gain a true understanding of TQM. The unique experience of cultural insight into Japan opens the door to TQM activity.

5. You will gain...

- *A better understanding of TQM activities by attending lectures and observing TQM in action during a week of plant visits

- *Practical advice from the lecturers, all top professionals who have years of proven international success in the field of TQM; A number of "Question and Answer" opportunities allow you to hear the explanations you need so you can effectively apply what you learn


- *TQM tools and strategies that will enable you to improve your daily routine work and time management skills, gain confidence in your role as senior/top manager in your TQM system, and become a more credible leader

- *Effective Problem-Solving Techniques to take back with you; Work together to discuss and come up with innovative strategies – a great way to brush up on analytical skills!

- *An International Network of support you can count on long after the seminar finishes; take advantage of this opportunity to meet other senior/top management, and to establish and expand your human network!

- *A chance of a lifetime to observe TQM in action during plant visits to top-of-the-line companies, including at least one company successfully awarded the Deming Prize

- *Confidence in your role as a TQM leader; return to your company knowing you're a step ahead of the rest





6. Program

This course consists of 4 days of lectures followed by 3 days of plant visits. Lectures will be taught by top professionals who have years of experiences in successfully implementing TQM in research, design, manufacturing and sales divisions, and providing TQM counseling to companies worldwide. Plant visits will be a unique opportunity to observe, firsthand, TQM systems operating at Deming Prize Award winning companies.

Lectures, lecturers and plant visits may vary year by year.

You may refer to the past programs from the following link:

http://www.juse.or.jp/e/education_training/61/

7. Registration

Please complete the registration form at the end of this leaflet and send to JUSE by June 15, 2013. (One registration form per each person)

TO: JUSE International Relations Office

E-Mail: juse@juse.or.jp / Fax: +81-3-3225-1814

*JUSE has the right to close applications at the maximum capacity even before June 15, 2013

8. VISA information

In order to obtain a Japanese visa, attendees may request a letter of invitation to JUSE.

Please include **Full Name**, **Gender**, **Birth Date** and **Nationality** in the "Notes" box on the registration form exactly according to your passport. To receive the letter, your registration fee remittance must be confirmed by JUSE in advance.


9. Fee structure


*JPY650,000- per person

Fee includes: Seminars, plant visits, sightseeing in Kyoto, and lunches except during free time

10-night accommodation, single room including breakfasts

Indian participants are now welcome to make direct applications with us.





Cancellation Policy:

Cancellation requests made on or before May 31, 2013 will receive a full refund. Following cancellation charge will incur on and after June 1 once application is received.

Cancellation received June 1 – 27	10 % of the participation fee
Cancellation received June 28-June 30	50 %
Cancellation received on or after July 1	100 %

10. Remittance and Payment

JUSE would like to request the advance payment of the participation fee in Japanese yen via bank transfer to the following account:

The Bank of Tokyo-Mitsubishi UFJ, Ltd. Shinjuku-doori Branch in Tokyo Account Name: Union of Japanese Scientists and Engineers (JUSE) Account Number: 0084317 Swift Code: BOTKJPJT Please quote "1ISTQ'13" upon your remittance

*Your registration will be formally completed after JUSE confirms the receipt of your application form and payment.

For inquiries, please free to contact us as below:

Union of Japanese Scientists and Engineers (JUSE)

International Relations Office

(Opening hours : 9 :00~17 :00 Japan Standard Time / Monday to Friday)

Tel: +81-3-5379-1229 / Fax: +81-3-3225-1814 / Email: juse@juse.or.jp



TO: JUSE International Relations Office

Email: juse@juse.or.jp Fax: +81-3-3225-1814

REGISTRATION FORM

JUSE International Seminar on TOM, July 2013

Name	Mr. / Ms.		
Company			
Job Title			
Section			
Main Product			
Mailing address <input type="checkbox"/> Office <input type="checkbox"/> Home			
Tel		Fax	
Email			
Name of accompanying person (if any)			
Payment <input type="checkbox"/> have remitted <input type="checkbox"/> will remit to The Bank of Tokyo-Mitsubishi UFJ Ltd. Shinjuku-dori Branch in Tokyo Account name: Union of Japanese Scientists and Engineers Account no: 0084317 SWIFT Code: BOTKJPJT *Please note "1ISTQ'13" on your remittance form	JPY650,000 (application before April 15, 2013 will receive 5% discount) <input type="checkbox"/> please send receipt <input type="checkbox"/> do not need receipt	Cancellation Policy June 1 – 27: 10 % of the participation fee June 28- 30: 50% of the participation fee On or after July 1: 100% of the participation fee	
Flight Schedule	Arrival		
	Departure		
Notes (Any special needs that you would like the secretariat to know? i.e. meal preference, visa request *)	Meal preference: Vegetarian/ Non-vegetarian Hotel room: Smoking/ Non-smoking Request for invitation letter: Yes/ No Gender: Nationality: Date of Birth:		

***If you need to apply for Japanese Visa, please indicate your date of birth in the space above.**

JUSE will issue invitation letter upon confirming seminar participation fee remittance.