



Dear colleagues, associates and friends,
The Croatian Society for Quality (HDK) invites you to the

**12th CROATIAN CONFERENCE
ON QUALITY**
and
**3rd SCIENTIFIC ASSEMBLY OF
THE CROATIAN SOCIETY FOR QUALITY**

an international professional and
scientific assembly under the slogan

**“THROUGH QUALITY TO
A SUCCESSFUL SOCIETY”**
Quality for greatest impact

The events will be held under the high auspices of the
Croatian President, Mr. Ivo Josipović.

We have accepted 56 abstracts of papers, organized
two topical workshops, plenary lectures, a number of
poster presentations and some interesting panel dis-
cussions. Given the authors and the themes of their
entries, we expect extensive and lively debate with op-
posing opinions, an evaluation of the current state of
affairs, and an acquaintance with ideas for solving some
of the problems.

We believe that the value of this meeting is reflected in
the opportunity to exchange ideas, share experiences
and make use of the successful results that have already
been achieved. This is important in times of systemic
changes, especially with respect to the need for more
socially-responsible business, which, in the process,
respects both good business and socially responsible
practice.

We invite you to join us!
HDK Managing Board



CO-ORGANIZER:

HGK (CROATIAN CHAMBER OF COMMERCE)



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Brijuni National Park, CROATIA
May 10-12, 2012



THE AIM OF THE ASSEMBLY

In an era of global crisis of frightening proportions, when value systems, settings, rules and methods have been questioned, and at a time when the risk of the change required is immense, we believe that, through making use of integrated management systems, the availability of all existing tools, and the development of new ones, an additional opportunity is created, not only for more efficient and effective execution of solutions, but also for providing a life of new ideas, and for opening the way for the adoption of new knowledge and skills.

THEMATIC AREAS

1. QUALITY FOR A SUCCESSFUL SOCIETY

The components of a successful society
Development and changes in the education system
Quality in health care
Quality in public administration
Social responsibility
Energy efficiency
Environment protection
Communication within and outside an organization
The role of the media in the promotion of quality

2. AN EFFICIENT ECONOMY

Application of tools for planning and results analysis
Sustainable development, risk management
Development of human potential and motivation for success
Supply chain security
Safety and quality of products on the market
Quality of tourism services

3. MANAGEMENT SYSTEMS

Standards and their role in management systems
Quality infrastructure in the global market

SUBMISSION OF PAPERS AND INFORMATION FOR AUTHORS

Deadlines:

Submission of papers: April 3, 2012

Papers should be sent by e-mail to:
radovi@hdkvaliteta.hr

Contact: Olga Štajdohar Pađen

Tel: +385 1 6322 492

Detailed instructions for writing papers and posters can be found at the Conference website:

www.hdkvaliteta.hr

Official languages: Croatian and English

Registration fee

Participant: EUR 280
Author (first author of an accepted paper): EUR 140
Discount for groups of 6 or more: enquire by e-mail to
reg@hdkvaliteta.hr

Accompanying person (social events only):

Welcome Drink on May 9, Gala Dinner on May 10,
excursion on May 11): EUR 60

On-site registration:

Participant: EUR 320
Author/Presenter: EUR 200

Registration fees are VAT-free.

The fee includes attendance at all sessions, a collection of abstracts, a collection of papers (on CD), printed material, refreshments during breaks, Welcome Drink on May 9, Gala Dinner on May 10 and excursion on May 11.

VENUE AND DATE

Hotel Neptun-Istra, Brijuni National Park, Croatia,
May 10-12, 2012

HOTEL BOOKING

Participants will be able to book accommodation by filling in the Hotel Neptun-Istra form at
www.hdkvaliteta.hr

PARTICIPANT REGISTRATION

The Participant Registration Form is available at the Conference website, www.hdkvaliteta.hr, in electronic form. For more info, or a PRF in Word format, please contact: Jadranka Pavlinić Tomlinson at reg@hdkvaliteta.hr. Tel.:+385 1 4923 077

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