Commemorating the Life of One of the World’s Quality Pioneers

PROF. MOHAMED ZAIRI (1956-2021)

THE ROLE OF QUALITY IN A POST-CRISIS ERA

20th October, 2022 | 14:00 - 17:00 GMT
An Exclusive Virtual Event
There is no question that the COVID-19 pandemic has dramatically impacted and disrupted every aspect of our lives and every industry segment globally. As we recover from this crisis, different sectors are challenged to reinvent and transform how they operate and to capitalize on the lessons learnt. Introducing disruptive innovation, re-thinking business models and re-looking at the fundamentals of how we do things all be needed to respond and adapt to a challenging and uncertain future.

Two of the key questions that have emerged are around how do we now think and perceive quality in its broader term and how will it shape and impact our post pandemic world.

In his last book “Is Quality the Silver Lining to Our Current and Future Crises?: Making Disruption the New Normal for a Challenging and Uncertain Future” Prof. Zairi presented his insights and thoughts around how quality has become vital and a main driver of the quality of life and society. The event touches upon his thinking and how quality will continue to shape our future.

**EVENT HIGHLIGHTS**

- Opening Speech
- Panel Discussion
- Reflection on Prof. Zairi's latest thinking
- Keynote Addresses
- Special Initiative Launch
### PROGRAM AGENDA (All timings are based on UAE time)

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| 18:00-18:20 | **OPENING REMARKS**  
Dr Narimane Hadj-Hamou  
Spouse of Prof. Mohamed Zairi  
Dr. Adel Zairi  
Son of Prof. Mohamed Zairi  
**OPENING SPEECH**  
HE Ohood Khalfan Al Roumi  
Minister of State for Government Development and the Future, UAE |
| 18:20-18:40 | **KEYNOTE ADDRESS I**  
Transforming into the Digital Era  
Ulf Gustavsson, Secretary General, European Organization for Quality (EOQ). |
| 18:20-18:40 | **KEYNOTE ADDRESS II**  
Title to be added  
Dr. Blanton Godfrey, Chair of the Board of the American Society for Quality (ASQ) & Distinguished Professor, North Carolina State University, USA |
| 19:00-19:55 | **PANEL DISCUSSION**  
The Growing Importance of Quality in the Government Sector Post the Pandemic  
Chair: Dr. Adel Zairi, Dean of Academic Operations, Higher Colleges of Technology, UAE  
PANEL MEMBERS  
- HE Mohammed Bin Taliah, Chief of Government Services of the UAE Government, UAE  
- HE Eng. Khaled Mostafa, Permanent Undersecretary of the Ministry of Planning and Economic Development and General Supervisor of the Egypt Award for Governmental, Egypt  
- Panellist 3 (TBC) |
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<th>Time</th>
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<tr>
<td>19:55-20:15</td>
<td>KEYNOTE ADDRESS III</td>
<td>Some Nucleotides of the New Quality Revolution</td>
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<td><strong>Prof. Pedro Saraiva</strong>, Vice-Rector of the NOVA University of Lisbon, Portugal. President of the Portuguese Association for Quality (APQ). VP of the European Organization for Quality (EOQ). VP of the International Academy for Quality (IAQ) and Board Member of the American Society for Quality (ASQ)</td>
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<td>20:15-20:35</td>
<td>KEYNOTE ADDRESS IV</td>
<td>Is the Quality Profession the Silver Lining to our Current and Future Crises? What might Mohamed Zairi say?</td>
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<td><strong>Vincent Desmond</strong>, Chief Executive Office, the Charter Quality Institute (CQI), UK</td>
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<td>20:35-20:50</td>
<td>INITIATIVE LAUNCH</td>
<td>The Saudi Quality Council</td>
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<td><strong>Dr. Ayed Alamri</strong>, President, The Saudi Quality Council, KSA</td>
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<td>20:50-21:00</td>
<td>FINAL REFLECTIONS AND CLOSURE</td>
<td>Disruptive Quality: Professor Mohamed Zairi’s Way</td>
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<td><strong>Prof. Mohamed Aichouni</strong>, Professor of Quality Engineering and Management, University of Hail, KSA &amp; Book Author. ASQ and SQC Member</td>
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<td>21:00-21:05</td>
<td>EVENT CLOSURE</td>
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**CLICK HERE** To Register for the event or open your phone camera and scan the QR Code on the right!
SPECIAL GUEST OF HONOR

HE OHOOD KHALFAN AL ROUMI
Minister of State for Government Development and the Future, UAE

KEYNOTE SPEAKERS

ULF GUSTAVSSON
Secretary General, European Organization for Quality (EOQ)

Ulf has been both a leader and a manager since 1991. This includes 12 years as at IKEA, the home furnishing company, in different global positions both in Sweden and abroad. His previous assignments also include managerial positions in the international telecom company Millicom that is listed at Nasdaq New York and Stockholm Stock exchange market. Ulf is since June 2020 Secretary General for European Organization for Quality, EOQ. Besides his role as Secretary General, he holds positions as chairman of the board in a couple of companies. He is also a past chairman in Swedish Association for Quality, SFK, a member organization of EOQ.
Godfrey is definitely not a healthcare professional, and he most decidedly is not a healthcare expert. He serves as a resident outsider to several healthcare organizations as someone who has spent almost all his life in manufacturing and quality improvement. His background is physics and statistics mainly with applications in electronics, telecommunications, and energy.

Blan’s involvement in health care began in 1987 when he co-founded with Dr. Donald M. Berwick the National Demonstration Project for Quality Improvement in Health Care.

He continued as co-principal investigator with Don and Dr. Paul Batalden for the three year expansion of the project and then served on the Executive Board of the Institute of Healthcare Improvement & Quality Management Network for three more years. He served on the Board of Directors for IHI from 2006 to May of this year and was chair of the board from 2009 to 2012. He served for four years on the Board of Trustees of the Cancer Hope Network and was a member of the National Advisory Committee for the Robert Wood Johnson Foundation’s special program, Pursuing Perfection: Raising the Bar for Health Care Performance. He serves on the Advisory Board of the North Carolina Patient Safety and Quality Council and on the board of the North Carolina Hospital Association. Since 2012 he has served on the board of WakeMed Health and Hospitals.

While Chairman and CEO of Juran, Blan worked with health care organizations in the United States, the U.K., Malaysia, The Netherlands, Brazil, the Czech Republic, Canada, Greece and other countries. In the U.S. Blan worked closely with the Mayo Clinic, Kaiser-Permanente, and Bon Secours among other leading health care providers. Through the special extension programs in Lean Six Sigma Quality developed by the College of Textiles and the College of Engineering Industrial Extension Services, Blan has worked closely in providing quality training and support to a number of leading healthcare organizations including Duke University Hospital.
PROF. PEDRO SARAIVA
Vice-Rector of the NOVA University of Lisbon, Portugal. President of the Portuguese Association for Quality (APQ). VP of the European Organization for Quality (EOQ). VP of the International Academy for Quality (IAQ) and Board Member of the American Society for Quality (ASQ)

Professor at the Department of Chemical Engineering at the University of Coimbra; Dean of NOVA-IMS (Information Management School at the Nova University of Lisbon (2018-2022); Vice-Rector of the NOVA University Lisbon (2022-); Member of the Portuguese National Parliament (2009-2012 and 2012-2015); Pro-Rector of the University of Coimbra (2003-2004 and 2005-2006); Vice-Rector of the University of Coimbra (2007-2009); Advisor of the President of Portugal for Higher Education (2006-2009): First receiver of the Feigenbaum Award (1998) by the ASQ (American Society for Quality); Receiver of the Yoshio Kondo Award (2019) by the IAQ (International Academy for Quality); Receiver of the Grant Medal (2022) by the ASQ (American Society for Quality).

Associate (2010-2015) and then Full Member (2015-) of the International Academy for Quality (IAQ) where he is also Vice-President and Member of the Board of Trustees (2021-); Vice-President (2018-2020) and President (2021-2023) of the Board of the Portuguese Association for Quality (APQ); Vice-President of the Executive Board of the European Organization for Quality (2020-); Board Member of the American Society for Quality (ASQ) (2022-).

Has participated in many projects regarding Quality Management, Excellence Models, Quality in Education and Quality in Higher Education, both in Portugal and abroad (e.g. Poland, United Arab Emirates, Abu Dhabi, Dubai, Mexico, Saudi Arabia, Slovenia); Has participated in international panels for Higher Education Quality Assessment conducted by the Accreditation Agencies of Oman and Mauritius; Has been collaborating with OECD and the European Commission in the development and application of a self-assessment platform for evaluating the innovation and entrepreneurial environments and initiatives carried out by Higher Education Institutions (HEInnovate)
Has developed research activities in different domains, counting with nearly 250 publications, more than 4500 citations and h=38 index (Google Scholar), as well as several books in the fields of quality, entrepreneurship, innovation and Process Systems Engineering. Has also supervised over 10 PhD students in different areas of Quality Management and Process Systems Engineering.

Over 25 years of national and international experience of teaching and training in the quality field, including keynote presentations, workshops and higher education courses related with quality management, innovation and entrepreneurship. Wide experience regarding Excellence Models (Portuguese Quality Award, EFQM, GEM from UAE and its revision, Iberoamerican Model of Excellence).

VINCENT DESMOND
Chief Executive Office, the Charter Quality Institute (CQI), UK

Vince leads the UK’s professional body for quality management, CQI|IRCA. CQI works with its 19,000 members to promote the value of quality management for the benefit of society. He represents the profession domestically with the UK’s quality infrastructure, in Europe through the European Organisation for Quality and globally through the CQI’s work with bodies such as the Confederation of Indian Industry Quality Institute, IRCA Japan and the Saudi Quality Council. Vince’s early career in education and educational management, gave him the opportunity to live and work in the Czech Republic and Egypt and ignited his passion for people development which is at the core of the CQI. Outside of quality he balances making time to ensure his 2 teenage daughters are healthy, happy and successful, with his joy of sailing and, as a life-long singer, supporting his local chamber choir, Ashtead Singers.
Dr. Ayed Alamri acts as the president of the Saudi Quality Council (SQC) and is a well-established Quality and Business Excellence consultant who has over the years engaged in many projects nationally and regionally. He led the technical team who developed Saudi Arabia National Quality Strategy that developed by Saudi Standards and Quality Org.(SASO). He has also participated in establishing, managing, assessing and judging many local and regional Quality & Business Excellence awards.

Dr. Alamri is also a highly regarded international speaker who participated in several conferences as a speaker regionally and internationally. He is an Academician member of International Academy for Quality (IQA).

His academic background is in industrial engineering and has a PhD in business processes re-engineering from university of Huddersfield in UK.

Mohamed Aichouni is currently a Professor at the Engineering College, University of Hail, in Saudi Arabia. Since 1992, he has been in academia in three academic systems (Europe, North Africa and the middle east). Prof. Mohamed supervised more than 30 PhD and MSc Theses in areas of engineering and management, and he has been the external examiner of more than fifty Master and PhD theses in the area of thermo-fluids engineering, metrology and Quality Engineering. He published more than 100 Scientific Papers in Refereed (ISI) Journals, international conferences and 11 textbooks.
Over his academic career he has been involved in organization committees of several national and international conferences on Quality management and engineering. He has been acting as a Principal Investigator and Leader of several Research Projects funded by big business organizations and government bodies both in private and government. Prof Mohamed is the Scientific Head and Founder of the Master Program & Quality Engineering and Management & at the College of Engineering, Hail University, (since fall 2015).

During his academic carrier Prof Mohamed acted at top management positions at higher education institutions in Algeria and Saudi Arabia. He served as Vice Rector in charge of Post-Graduate Studies and Scientific Research, at the University of Mostaganem, Algeria, Quality Director and General Supervisor, and Vice Dean of Academic Affairs, then of Post graduate Studies at the College of Engineering, UoH.

PANELLISTS

DR. ADEL ZAIRI (CHAIR)
Dean of Academic Operations, Higher Colleges of Technology, UAE

HE MOHAMMED BIN TALIAH
Chief of Government Services of the UAE Government, UAE

HE ENG. KHALED MOSTAFA
Permanent Undersecretary of the Ministry of Planning and Economic Development and General Supervisor of the Egypt Award for Governmental, Egypt
ABOUT
PROF. MOHAMED ZAIRI (1956-2021)

Recognized as a Guru and International Expert in the field of Total Quality and Excellence Management. Professor Zairi has influenced Quality Management thinking for over 35 years. He was one of the pioneers of the Benchmarking concept and has published 5 books in this field including the first case study book on benchmarking applications in the world. He was also among the few that have first written extensively about the role of Quality in all the 4 Industrial Revolutions. His latest focus is on quality in the digital era, and is one of the originators of the concept of Quality 4.0. His most recent books are all related to Quality 4.0 thinking.

Professor Zairi has published over 70 books and 400 scientific papers. He was recognized internationally for his unique contributions and received several awards and medals including the Lancaster Medal, the Grant Medal from the American Society of Quality (ASQ), the Ishikawa – Harrington Medal from the Asia Pacific Quality Organization (APQO), the Yoshio Kondo Medal from the International Academy of Quality (IAQ) and Lifetime Achievement Medal from the Australian Quality Organization (AQO) among others.

Professor Zairi until the end of his life served as Senior Advisor at the Prime Minister’s Office (UAE Government). He was the chairman of the Jury of Abu Dhabi Government Excellence Program, Dubai Government Excellence Program and Sheikh Khalifa Government Excellence Program. He has played a significant role in growing the quality movement in the MENA Region over the last 25 years.

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