Welcome to Thailand

Thailand is a country of scenic diversity and ancient traditions, of tranquil temples and modern urban excitement. With an independent history going back more than seven centuries, it has managed to absorb a variety of cultural influences and blend them into something uniquely and memorably Thai. Thailand is colored by a distinct culture, with a rich and varied heritage, and it posses a remarkable range of scenic beauty. Thailand is geographical heart of South-East Asia, which the north border meets the long beautiful mountain line, on the meanders north-east along with the Mekong River as far as the west, the south and the east along with stunning beaches and scored of tropical islands. Whatever your interests you’ll find this a unique land, a place of wonders unseen elsewhere.

Bangkok, Thailand

As the capital city of Thailand, it is the home of Buddhist-temples, ancient and cultural history, harmoniously with modern architectures and warm welcoming atmosphere.

In Bangkok, the experience of the congress is far beyond the congress meeting venue.
“Quality People - Key to Excellence”

As an honored host of the 6th ANQ Congress, The Standards and Quality Association of Thailand (SQAT) invites you as honorary guests to participate in the congress in Bangkok on 28th to 31st of October 2008.

With the world turning the attention to Quality, members of ANQ can take pride in the fact that the drive toward Quality Excellence was started in Asia and is now being supported across the continent. We have seen many initiatives and techniques promoting Quality, some do lead to Excellence and other not. The key is definitely the people implementing those initiatives and applying the techniques. People with quality mind have to be in place for every facet within the organization. Behind every success story there is a dedicated person implementing either new or known technique.

The success of any organizations is based on its people. Quality development of human resource is a key competitive factor and strategic source towards quality building for responsive organization, fostering innovation and sustaining organizational capability to survive and grow in a global business environment. To develop quality people need gradually build up time and atmosphere of quality management and innovation process to instill in a culture of continuous improvement and customer service excellence. No matter how far technology takes and how often equipment is replaced and updated the most important resource will always be the human element. Product and services make profits but people make or unmake organizations.

The topics are to be encouraged for report preparation but are not limited to the following:

- **People Leadership**: The sustainable, effective leadership is as resonance leader in pursuit of the organization’s performance in blending financial, human, intellectual, environmental, and social capital into a potent recipe for effective performance.
- **Customer-driven excellence**: A strategic concept, directed toward customer retention and loyalty, market share gain, and growth.
- **Quality people-valuing and development**: Achieving the highest levels of organizational performance requires a well-executed approach to organizational and personal learning. Valuing the people means committing to their satisfaction, development, and well-being.
- **Innovation-future driven**: Innovation becomes in part of the learning culture, integrated into daily work, accumulated knowledge in organization and its people.
- **Social responsibility**: Leader as role model for organization in stress responsibility to the public, ethical behavior, the need to practice good citizenship, and focusing on protection of public health, safety and environment.

Including: Quality management, Process management, Performance management, Best practices.

All business areas are invited.
Welcome Message by the Congress Chairman

SQAT would like to welcome you all to the 6th ANQ Congress in which will be held in Bangkok on the 28th-31st October 2008. In the name of Standard and Quality Association of Thailand (SQAT) and the Foundation of TQM in Thailand, the co-organiser of this event, we will bring the best of Thai to help ANQ achieving all of their objectives.

The congress program will highlight the importance of human resource as key factor relating to quality, innovation, social responsibility and management. This event will serve as a platform for participants to exchange their knowledge, and practices.

The spirit of Thai hospitality and Asian connection will make this Congress one of the most significant gathering of Quality People.

Pairoj Sanyadechakul
Congress Chairman
ANQ Congress 2008 Bangkok

Conference Schedule

**Tuesday 28 October 2008**
**Morning:**
10.00-16.30 Registration for congress participants
10.00-12.00 ANQ board meeting
**Afternoon:**
13.30-16.30 ANQ annual general meeting

**Wednesday 29 October 2008**
**Morning:**
08.00-09.00 Registration for congress participants.
09.00-10.30 Opening ceremony
• Welcome address
• Opening address
• Keynote address
10.30-11.00 Coffee break
11.00-12.30 Keynote address (Continuation)
12.30-13.30 Lunch
**Afternoon:**
13.30-15.00 Technical presentation
15.00-15.30 Coffee break
15.30-16.00 Technical presentation
**Evening:**
18.00-21.00 Official congress welcome cocktail party

**Thursday 30 October 2008**
**Morning:**
09.00-10.30 Technical presentations
10.30-11.00 Coffee break
11.00-12.30 Technical presentations
12.30-13.30 Lunch
**Afternoon:**
13.30-15.00 Technical presentations
15.00-15.30 Coffee break
15.30-18.00 ANQ closing ceremony
**Evening:**
19.00-21.00 Farewell dinner party

**Friday 31 October 2008**
**Morning & Afternoon:**
8.00-8.30 Site visit & Tour registration
8.30-17.00 Technical visit & Tour
Paper Submission Guideline

Abstract should be submitted to ANQ member organization of author’s country who is the editor of congress program committee, editor@anq2008.org The submitted abstracts are reviewed by the regional program committee toward the presentation in the congress. The screening results are notified to all the authors and full paper are requested to be submitted as in the paper submission schedule.

Abstract Format
- Title of the presentation, Author(s), Organization(s), Abstracts (single spaced 1-2 pages of A4 size paper including tables and figures), Contract point (name, address, phone number, Fax number, and e-mail address).

Full Paper
- The full paper must be in English and must be formatted according to guidelines or download paper templates from website: www.anq2008.org The maximum pages of paper is 30, minimum is 10 and size is A4. The official language of the congress is English. The CD-ROM Proceedings will be provided at the congress.

Paper Submission Schedule
- First circular / Call for paper 18th October 2007
- Second circular / Call for paper 15th March 2008
- Submission of abstracts 15th June 2008
- Notification for abstracts acceptance 15th July 2008
- Submission of final full paper 31st August 2008
- Notification for full paper acceptance 30th September 2008

Correspondence
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Fax: +662-354-3040
SQAT Website: http://www.sqat.com
Conference Website: http://www.anq2008.org

Congress Registration

<table>
<thead>
<tr>
<th>Registration fees</th>
<th>Registration before 15th August 2008</th>
<th>Registration after 15th August 2008</th>
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<tr>
<td>Speaker</td>
<td>USD 120</td>
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<tr>
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- Registration fees include lunch and coffee break for 2 days, welcome cocktail party, Farewell dinner and Congress materials.
- Registration fees are inclusive of VAT 7%.

Congress Venue
The congress will be held at Swissôtel Le Concorde, Bangkok. The hotel located on Rachadamri Road, Bangkok’s new thriving business and entertainment district, is about 45 minutes away from the Suvarnabhumi International Airport via the Express way. The Huai Khwang MRT Underground Station is only 2 minutes walk from the hotel, providing a fast and convenient link to major parts of the city.
Hotel address: Swissôtel Le Concorde, Bangkok 204 Rachadamri Rd, Huay Kwang, Bangkok 10230 Thailand
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