WEDNESDAY, 14th NOVEMBER 2018

09:00 - 09:30  Registration, Welcome Coffee Break and Networking

09:30 - 09:45  Welcome Remarks
William Troy
CEO ASQ World Headquarters, American Society for Quality, USA

09:45 - 09:55  Welcome Address

09:55 - 10:30  Keynote Speaker - Strategies to conquer Quality challenges in the Digital Age
Ramez A. Baassiri
Board Member, AHB Group Investments, UAE

10:30 - 11:00  Topic Coming up

11:00 - 11:30  Coffee Break and Networking

11:30 - 12:00  Quality 4.0: Travelling into the Future
Moataz El-Menshawy
Owner / Managing Director, Think Quality First Consulting & Training Services INC Canada

12:00 - 12:30  The role of Quality in the Digital Age
Jorge Javier Roman Garate
International Consultant in Business Excellence & Benchmarking, Dubai Police UAE

12:30 - 13:00  Building a Culture of Quality – An Example from the United States Military
William Troy
CEO ASQ World Headquarters, USA

13:00 - 14:00  Lunch & Networking

14:00 - 15:30  Round Table Discussion: The Future of Quality in the Digital Age
Moderators: Abdulaziz Al-Othman, Executive Director, TAIBA, KSA
Denis Devos, Principal Advisor, Devos Associates Inc, USA

15:30 - 15:45  Coffee Break and Networking

15:45 - 16:15  Determine Risks and Opportunities that need to be addressed in the Digital Age
Trevor A. Craney, ASQ Fellow, CRE & CQE, PMP
Associate Director, Statistics, United Technologies Aerospace Systems, USA

16:15 - 16:45  Importance of Quality and Innovation in Education
Student presenters: Omar Soudan | Mohammad Anati | Farkh Leqa Azim
Fatma Arif Al Bastaki | Sara Naeem Fekri
### 4th REGIONAL QUALITY CONFERENCE 2018

**14th - 15th NOVEMBER, 2018 | TAJ DUBAI, UNITED ARAB EMIRATES**

**QUALITY FUNDAMENTALS IN THE DIGITAL AGE**

#### THURSDAY, 15th NOVEMBER 2018

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<tr>
<td>08:00 - 08:30</td>
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| 08:45 - 09:45 | Keynote Speaker - Embracing Disruption                               
  |                | John McElligott                                                      
  |                | CEO, York Exponential, USA                                           |
| 09:45 - 11:00 | ASQ MEA Quality Professionals Award, Innovation Award,               
  |                | Student Case Study Competition                                       |
| 11:15 - 11:30 | Coffee Break and Networking                                         |
| 11:30 - 12:00 | Transforming Digital Business with IBM Watson Cognitive Technology   
  |                | Elmer K. Corbin                                                      
  |                | 2018 Chairman of the Board, ASQ, Director and Global Delivery Excellence Leader IBM Watson Health, USA |
| 12:00 - 12:30 | Quality 4.0 and You                                                  
  |                | Jim Nelson                                                           
  |                | Director of Corporate Continuous Improvement and Manufacturing Quality 
  |                | Airworthy Aerospace, Inc., USA                                       |
| 12:30 - 13:00 | The Digital Road to Quality Success: More human than ever            
  |                | Amy Schabacker Dufrane                                              
  |                | Ed.D., SPHR, CAE, CEO - HR Certification Institute, USA             |
| 13:00 - 14:00 | Lunch & Networking                                                  |
| 14:00 - 14:30 | Challenges Operators face in terms of Quality Vs Investment by owners 
  |                | Laurent A. Voivenel                                                  
  |                | Senior Vice President, Operations & Development for Middle East, Africa & India Swiss-Belhotel International, UAE |
| 14:30 - 15:00 | There’s more to Quality in the Digital Age                           
  |                | Carl Andrews, MBA, Maps                                              
  |                | Head of Aviation, Aerospace & Defence, Ideagen, UK                  |
| 15:00 - 15:15 | Coffee Break and Networking                                         |
| 15:15 - 15:35 | Managing Disruption: Leading Digital Transformation and Innovation  
  |                | Sid Ahmed Benraouane, Ph.D.                                          
  |                | Advisor, Dubai Police, UAE                                           |
| 15:35 - 15:55 | Innovation Invigorated Through Lean Six Sigma                       
  |                | Jim Spichiger                                                        
  |                | Assistant Vice President, Process Transformation Team, Park National Bank, Newark OH, USA |
| 15:55 - 16:00 | Closing Remarks                                                      
  |                | Kavitha Prabhu                                                       
  |                | General Manager ASQ MEA, UAE                                         |