

### WEDNESDAY, 14<sup>th</sup> NOVEMBER 2018

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| 09:00 - 09:30 | Registration, Welcome Coffee Break and Networking  |
| 09:30 - 09:45 | Welcome Remarks<br><b>William Troy</b><br>CEO ASQ World Headquarters, American Society for Quality, USA  |
| 09:45 - 09:55 | <b>Welcome Address</b>   |
| 09:55 - 10:30 | Keynote Speaker - Strategies to conquer Quality Challenges in the Digital Age<br><b>Ramez A. Baassiri</b><br>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<br><b>Moataz El-Menshawy</b><br>Owner / Managing Director, Think Quality First Consulting & Training Services INC<br>Canada  |
| 12:00 - 12:30 | The Role of Quality in the Digital Age<br><b>Jorge Javier Roman Garate</b><br>Dubai Police, International Consultant in Business Excellence & Benchmarking<br>UAE  |
| 12:30 - 13:00 | Building a Culture of Quality – An Example from the United States Military<br><b>William Troy</b><br>CEO ASQ World Headquarters, USA   |
| 13:00 - 14:00 | Lunch & Networking   |
| 14:00 - 15:30 | Round Table Discussion   |
| 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<br><b>Trevor A. Craney</b> , ASQ Fellow, CRE & CQE, PMP<br>Associate Director, Statistics, United Technologies Aerospace Systems, USA |
| 16:15 - 16:45 | Topic Coming up  |

### THURSDAY, 15<sup>th</sup> NOVEMBER 2018

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| 08:00 - 08:30 | Registration, Welcome Coffee Break and Networking   |
| 08:30 - 08:45 | Introduction and Overview of Day 1  |
| 08:45 - 09:45 | Keynote Speaker - Embracing Disruption<br><b>John McElligott</b><br>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<br><b>Elmer K. Corbin</b><br>2018 Chairman of the Board, ASQ, Director and Global Delivery Excellence Leader<br>IBM Watson Health, USA                   |
| 12:00 - 12:30 | Quality 4.0 and You<br><b>Jim Nelson</b><br>Director of Corporate Continuous Improvement and Manufacturing Quality<br>Airworthy Aerospace, Inc., USA  |
| 12:30 - 13:00 | The Digital Road to Quality Success: More Human than ever<br><b>Amy Schabacker</b><br>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<br><b>Laurent A. Voivenel</b><br>Senior Vice President, Operations & Development for Middle East, Africa & India<br>Swiss-Belhotel International, UAE |
| 14:30 - 15:00 | There's more to Quality in the Digital Age<br><b>Carl Andrews</b> , MBA, Maps<br>Head of Aviation, Aerospace & Defence, Ideagen, UK   |
| 15:00 - 15:15 | Coffee Break and Networking   |
| 15:15 - 15:45 | Innovation Invigorated Through Lean Six Sigma<br><b>Jim Spichiger</b><br>Assistant Vice President, Process Transformation Team, Park National Bank, Newark<br>OH, USA   |
| 15:45 - 16:00 | Closing Remarks<br><b>Kavitha Prabhu</b><br>General Manager ASQ MEA, UAE  |