



# Summary of the 20<sup>th</sup> ANQ Congress Beijing

China Association for Quality



- **Congress Theme:**

## **Together for a Shared Future of Quality: Digitalization, Sustainability, and Ecosystem**

- **Digitalization.** Everyone is discussing digitalization, and the development of quality management is increasingly inseparable from it. Digital transformation brings us puzzles as well as expectations. The digitization of quality management becomes an important issue for us to explore.
- **Sustainability.** The United Nations Sustainable Development Goals indicate that we are not fully developed in some aspects and over-developed in others. Quality practitioners have the responsibility to use their expertise to provide sustainable development solutions for mankind.
- **Ecosystem.** Interrelation, interdependence and inter-discipline make an organization's boundaries increasingly blurred. If "small quality" is to solve partial problems and "big quality" responds to linear process, then what kind of "super quality" will the ecosystem deal with?



## ● Keynote Speech

- Opening Speech - Review of Quality Development in Asia for the 20th Anniversary - Honorary Chairperson of ANQ - **Dr. Kano Noriaki**
- A Digital Quality Model and its Application to Smart Business, by Chairman of ANQ, **Professor Wan Seon Shin**, Professor at SungKyunKwan University, Korea
- Digital Quality and China' s Experience, by **Professor Tang Xiaoqing**, Professor in Manufacturing & Industrial Engineering School of Mechanical Engineering & Automation, Beihang University, China
- Quality for Planet Earth Concerns, by **Mr. Willy Vandenbrande**, Chair of QiPECTT, IAQ Academician
- Understanding Your Business Ecosystem, by **Mr. Paul Grizzell**, President of Core Values Partners, Inc.
- Research on Brand Evaluation Model Based on Total Brand Management Theory, by **Ms. Wang Lin**, Vice President of CAQ, Secretary General of Brand Branch of CAQ
- Evaluation of Automobile Satisfaction in Southeast Asia, by **Mr. Li Gaoshuai**, Deputy Secretary General of CAQ
- ANQ Way: Guidance for Sustainable Growth, by **Professor Shu Yamada**, Professor of Faculty of Science and Technology at Keio University, Japan

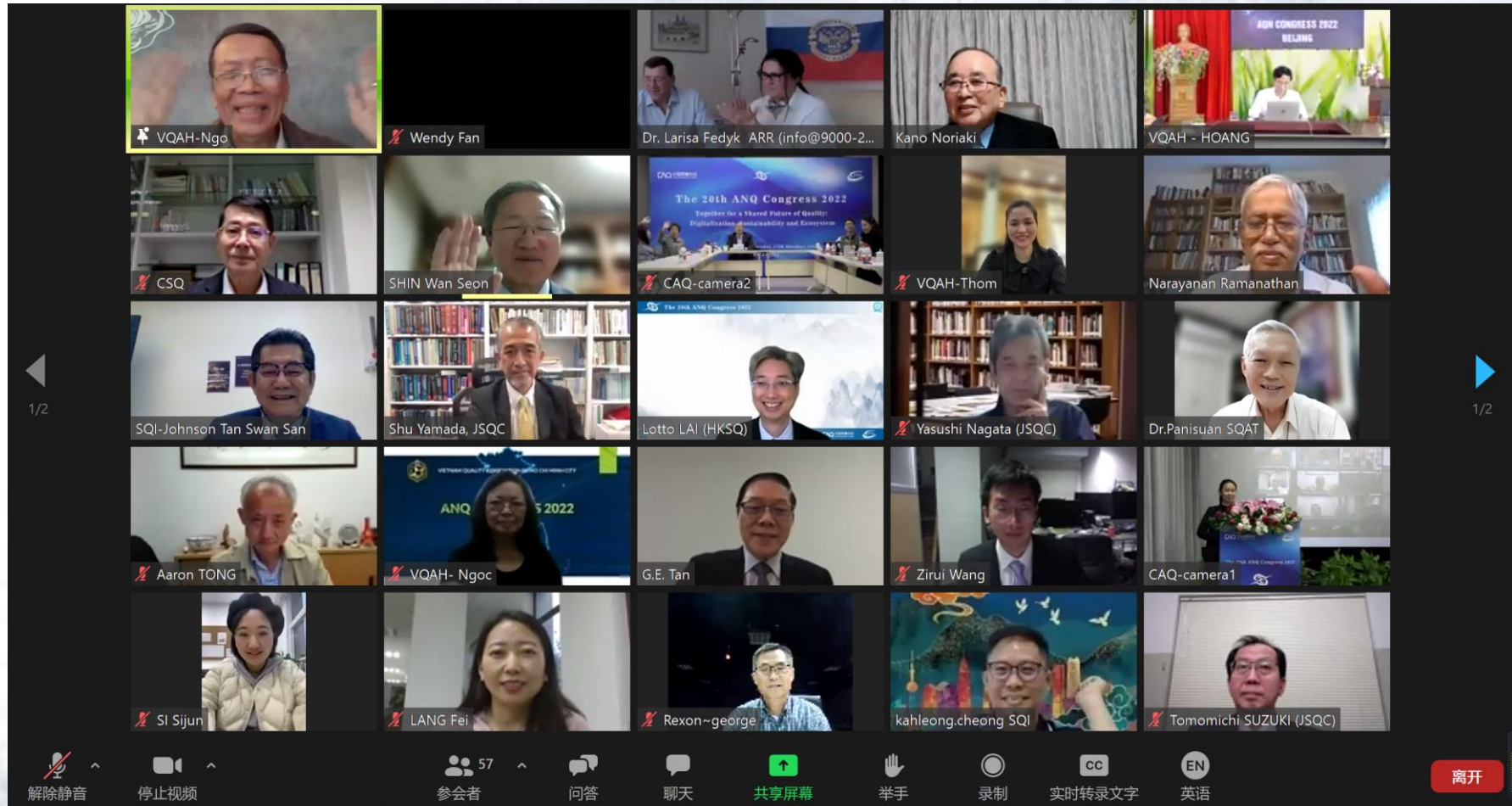




## ● Summary of Papers Review

- **127** full papers have been submitted from **11** countries and regions, **21** of them were selected as best paper.
- **22** parallel sessions were held for the paper presentation.
- **Topics: Digitalization, Sustainability, Eco-system, Sustainability, Quality Control, Customer Service...**
- **Most of the paper show features on realistic, practical, and recent achievement, which strongly support the development of quality.**

## • 360+participants







As we bring this congress to a close, we cannot help but reflect on the challenges we have faced over the past year. The global pandemic forced us to adapt and overcome unforeseen obstacles, including the inability to invite all of our members and partners to experience the beauty of Beijing in person.

Nevertheless, we are thrilled that this congress was able to proceed smoothly under these challenging circumstances. We owe a debt of gratitude to our distinguished **Dr. Kano Noriaki, ANQ Honorary Chairman, Dr. Wan Seon Shin, then the Chairman of ANQ, Dr. Yamada Shu, now the Chairman of ANQ, Tan Gheng Een, Chairman of ARE-QP Committee and Janak Mehta, Chairman of IKA Committee, as well as all of our member representatives, keynote speakers, judges, parallel session moderators, and everyone who participated in last year's congress for their unwavering support.**

We hope that the insights shared and the connections made during this event will continue to inspire us all in the years to come.



**Once again, our sincere thanks to all who have made this congress possible.  
Thank you very much and all the best for the 21st ANQ Congress in Vietnam.**

**We are looking forward to meeting everyone in this autumn!**

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