



Serina Chia Fui Fung, Managing Director of the Yamagata Group from Singapore, receiving the International Quality Summit Award in New York.



Otto Zwanzigleitner, CEO of Eybl International AG from Austria, received the International Quality ERA Award in Geneva.



Lianhong Huo, President of China Pacific Insurance (Group) Co., Ltd., from China, receiving the International Star Award.



Alwyn Smit, Manager of Metallurgy of Driefontein Consolidated of the Goldfields Group, from South Africa.

## The Authors of the QC100 Total Quality Management Model



From left to right, Federico Neussner, Jose E. Prieto, Antonino Martinez and Enrique Llorente

Engineers Antonino Martinez and Enrique Llorente, and Physicist-Mathematician Alfonso Casal, along with the President of Business Initiative Directions, Jose E. Prieto, direct B.I.D.'s permanent council in charge of continuous improvement of the QC100 model, in collaboration with a highly qualified team of engineers whose experience allow constant update of the TQM. This highly refined tool for management of communication models among clients, suppliers and employees, aids general managers of companies awarded by B.I.D. to manage the areas of Customer Satisfaction and Human Resources. It also facilitates improvement of company systems and processes and helps focus on the most profitable areas of business activity.

## Corporate Image Improvement

For those companies that have already been certified with the ISO 9000, winning the B.I.D. International Quality Award means expanding strategies for quality management by receiving the QC100, the B.I.D. Total Quality Management model, created as an innovative tool for Directors of Quality.

The B.I.D. Business Awards are a tool for global communication helping to spread the latest technologies related to quality culture and endorsement. In this way, the B.I.D. Award symbol endorses the corporate image of winning companies through marketing, advertisement, press and television as well as for trade fairs, point of sale, office space, and buildings and vehicles.



Hanif Qureshi, Director of Quality Assurance & Control of Kharafi National, from Kuwait



## The QC100 Model Outlines the Voting Criteria for B.I.D. Awards

B.I.D. carries out continuous polls among companies who vote for the best companies. The International Business Initiative Directions awards are presented on the basis of meeting the criteria of the QC100 TQM (Total Quality Management.) the contents of which serve as guidelines to business leaders to improve processes and systems. Basic steps to successfully implement the TQM program in companies are:

- A quality-driven organization
- A customer-minded approach
- Job satisfaction
- Technological renewal
- System efficiency
- Leadership in society
- Concentration on the most profitable areas of business

The B.I.D. QC100 Model of TQM allows company managers to consolidate and strengthen their position in the market.



Winston Tan, President of Eden on the Park, from Australia, receiving the Quality Summit Award in New York

REF: G-10-184-ISAG



## PRESS RELEASE

GENEVA  
September 18, 2011



Business Initiative Directions

Building better business reputation worldwide



### B.I.D. International Quality Convention - Geneva 2011

Presentation of Awards to companies from 48 countries around the world for achievements in Quality and Excellence.

### Avant Communication L.L.C.

received the International Star for Quality Award in the Gold Category

Recognized for Commitment to Quality, Leadership, Technology and Innovation, Avant Communication L.L.C. represents success for United Arab Emirates in the business world.

The ISAQ International Star for Quality Convention Award acknowledges the strong commitment to quality and excellence. Mr. Antonio VARGHESE, Chairman and CEO, received the ISAQ in the InterContinental Convention Hall of Geneva, from the President of BID, Jose E. Prieto. Avant Communication L.L.C. is made up of a team oriented towards the continuous improvement of processes, striving for an important role in the leadership of the business world.

#### B.I.D., Geneva

The Business Initiative Directions (B.I.D.) International Star for Quality Convention and presentation of the 2011 International Quality Awards took place on September 18th in the Geneva InterContinental Hotel. The event was presided over by Jose E. Prieto, President and CEO of B.I.D., along with outstanding personalities from the business world and diplomatic corps.

The main sponsor of the International Star for Quality Convention was ImarPress media group which covered the Awards in Geneva through its more than 26 publications in English, French, Spanish, Russian and Portuguese. In this way, the B.I.D. quality symbol is present in 178 countries around the world, creating a firm ground for the implementation of integral quality processes through the technology and procedures of the QC100 model of Total Quality Management.

According to Jose E. Prieto, President and CEO of B.I.D., "The awarded companies are symbols of commitment to leadership, technology and innovation, making them models for others in their sectors."

The companies from Europe, America, Africa, Asia, Oceania and the Middle East received the B.I.D. International Quality Award in recognition of their achievements in spreading Quality Culture. For their commitment to quality, these companies join the historic group of prestigious B.I.D. Quality Award Winners. Among these outstanding companies are: Ansaldo Energia, Italy; RAO

- Unified Energy Systems of Russia; Turner Construction International LLC of the U.S.; KEPCO, South Korea; and Als & Cachou, France, all featured in articles.

#### China Steel Corp.

The largest steel producer of Taiwan with sales of \$5.8 billion USD and 17,000 employees.

#### NTPC Ltd. - India

The Centre for Power Efficiency & Environmental Protection, belonging to NTPC, India's largest power company, expected to be a 75,000 MW company by 2017 and ranked 341 in the 2010 "Forbes Global 2000."

#### Iranian Offshore Engineering & Construction Co. (IOEC)

Owning over \$600 million USD in assets, its contracts exceed \$5.5 billion USD in projects.

#### CVG Electrificación del Caroní - Venezuela

The country's most important hydroelectric power generating company.

#### Saudi Iron & Steel Company (Hadeed) - Saudi Arabia

The main producer of steel, belonging to SABIC, a corporation with \$6.8 billion USD in annual sales.

#### Zepter International

A multi-sector company with profits of \$2 billion USD. Zepter is present in over 40 countries.

The purpose of the 2011 International Star for Quality Award in Geneva is to recognize the commitment to quality of awarded companies

among the top areas of business, industrial production and services.

#### Operadora VIPS, S. de R.L. de C.V. - Mexico

Owned by Wal-Mart, the world's top company, created in the U.S. with more than 2 million employees and sales of \$419 billion USD. Operadora VIPS has 20,000 employees in 63 cities throughout Mexico and 365 restaurants.

#### ArcelorMittal Point Lisas - Trinidad and Tobago

Largest steel producer in the Caribbean, part of the world's leading steel company which operates in over 60 countries, with revenues of \$78 billion USD in 2010, with 90.6 million tons of crude steel produced, nearly 8% of total global output.

#### ČEZ Zákaznické Služby s.r.o. - Czech Republic

Largest electricity producer in the Czech Republic since 1992, and core company of ČEZ Group. With over 32,000 employees, it reports a net profit of \$1.3 billion USD for the first half of 2011.

#### Galadari Brothers Co. (LLC) - Dubai, U.A.E.

This leading U.A.E. conglomerate covers diverse sectors including automobiles, communication, engineering, hospitality, tourism, real estate and IT, since the early 1960s.

#### Albpetrol sh.a. - Albania

Albania's state-owned oil company, founded in 1992. Profit of \$1.1 million USD for first half of 2011, double that of same period last year. Oil

production for 2011 expected to reach 870,000 tons.

#### C-DAS GMBH - Germany

Consultancy for research and management of projects such as infrastructure, social sector development, natural resource management. Past clients include UNESCO and World Bank.

#### SC Vega '93 S.R.L. - Romania

Contracting company with near 2000 employees, a turnover of over \$125 million USD and a profit of just under \$10 million USD in 2009.

#### TRANSKON Sdn Bhd - Malaysia

A local and international industry leader manufacturing and supplying steel structural formworks and scaffolding for building and civil construction industries in Malaysia and the Far East: core business of the TRANSKON Group.

#### Las Medialunas del Abuelo ADCA S.A. - Argentina

Industrial bakery leader in Argentina whose first factory and franchise opened in 2000. With a monthly production capacity of 2 million batches and 3 industrial processing plants. It has over 140 franchises and suppliers, and more than 2,500 employees.

#### Industrial Equipment Technology & Engineering (PTY) Ltd. - South Africa

Providing world-class service to the South African metals manufacturing industry with employees specialized in engineering disciplines and a reputation for quality products.

(Continued on the next page)



Business Initiative Directions

General Yagüe, 11 - 28016 Madrid - Spain  
Tel. +34 91 597 33 69 - Fax +34 91 556 20 29 - www.bid-org.com

**A.H. Alsagar & Bros. - Kuwait**  
Leading, family-owned company since 1895. Represents world-renowned names such as Microsoft, Honeywell, Samsung Engineering and Hyundai Engineering and Construction, its divisions include electrical/mechanical, oil and gas, commercial and cable divisions.

**Duc Khai Corporation - Vietnam**  
Multi-industry company focused on commercial services and real estate, with annual sales of up to \$5 million USD. Sole importer and distributor in Vietnam of Toshiba Air-Conditioner, Kenwood Electrical Appliances and Indesit.

**ALCOTEC - Ukraine**  
Leader in the Ukrainian wholesale market for integrated, small electrical appliances. Supplies more than 40 brands, in 14 important cities.

**Aktif Yatirim Bank - Turkey**  
Quality and speed of service, and customer satisfaction are priorities. Total shareholder's equity for 2009 was \$113 million USD and capital adequacy ratio 21.29%.

**Instituto Nacional de Desminagem "INAD" - Angola**  
Operates under the Ministry of Social Assistance and Reintegration (MINARS), as the government's main mine action operator, rehabilitating Angola's infrastructure through survey, mine clearance, and safety measures for the population.

**GKB - Groupe Kantari Berkane - Morocco**  
Leader in fruit and vegetable production, exporting over 70% of Morocco's citrus fruit. With 4,000 hectares of plantations, 10 packaging units and a cold storage capacity of 25,000 tons.

**Goodwill - Georgia**  
One of the biggest importers of German, Dutch, Italian, French, Bulgarian and Ukrainian food and non-food products in Georgia. First hypermarket opened in 2004, presently with three major outlets: Hypermarket Goodwill, Goodwill Vake and Goodwill Batumi.

Other sectors of B.I.D. winners include architecture, automobiles, banking & finance, communications, construction, design, education, electrical power, engineering, export-import, freight & transport, food & beverage, healthcare, hotel & resort, insurance, pharmaceutical, real-estate, security and shipping.

## Indian Oil Corporation, at the Forefront of the Oil Sector

Leading multiple projects and creating alliances to boost its market position

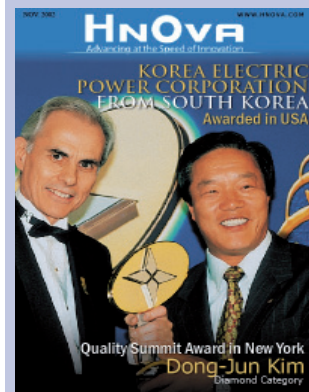


IOC Chairman Sarthak Behuria

Indian Oil Corporation (IOC), the country's largest oil refiner and marketing company, and recipient of the Business Initiative Directions Trophy for Quality, announced it would invest Rs. 6500 crore to expand its refining capacity and its pipeline network to over 13,000 kilometers. The project is to be completed by March 2012.

Indian Oil Corporation, winner of the International Star Award for Quality, and the country's largest public-sector company, ranks 125th on the Fortune Global 500 List. The director of the pipeline division of IOC, P. K. Chakraborti, reported that the company planned to invest Rs. 2500 crore on the expansion of the pipeline network by 1,150 km. IOC has already created a pipeline network of 9,273 km in India, 5,300 km of which is comprised of product pipelines. The Chairman of IOC, Sarthak Behuria, has also planned

for an expansion in the company's oil processing capacity of 80 million tons by 2012 and the construction of chemical plants and liquefied natural gas terminals. Indian Oil Corporation expects to improve its position in the market thanks to its expansion projects for the future. Its quality services and its commitment to excellence and innovation have made it a leader in its sector and country. That is why the President of Business Initiative Directions, Jose E. Prieto, presented the Indian Oil Corporation with the International Star Award for Quality, representing business success worldwide.



### Korea Electric Power Corporation (KEPCO)

World-class electric power company ranked 306th in the Fortune Global 500, with 20,898 employees, and listing \$24.8 billion USD in annual revenues. Headquartered in Seoul, the company's assets amount to \$73.9 billion USD. Dong-Jun Kim, GM & CEO of its New York office, received the International Quality Summit Award from B.I.D.'s President, Jose E. Prieto, at the Quality Convention in New York.

## Reliance Infrastructure Ltd., Indian Giant, Winner of the Century Quality Era Award



Reliance Infrastructure, the largest private sector power utility company in India, of the Reliance Group (264 on the Fortune Global 500) has a market capitalization of \$81

billion USD. Its owners, the Ambani's, became the richest family in the world in 2007, surpassing American billionaire Bill Gates and Mexican Carlos Slim Helu.

## Khrunichev State Research and Production Center, a Leading Player for Russia in Space

Over 20,000 people in Russia and other countries are employed by Khrunichev Enterprises, B.I.D. International Arch of Europe for Quality recipient. Khrunichev Enterprises are the main suppliers and component

manufacturers to the avionic and space industries for both Russian and International Space programs. The Khrunichev State Research and Production Center was awarded by Business Initiative Directions President, Jose E. Prieto, for its commitment to quality in the production

of space-launch systems. It was recognized with this trophy which symbolizes

success and business achievements in the fields of quality and excellence.



Along with its role as an essential supplier to the medical, consumer-goods and other industries, the Companies of the Khrunichev Group produce a wide range of engineering appliances.



Jose E. Prieto, President and CEO of BID presents the International Arch of Europe Award to Anatoly Ivanovich Kiselev, General Director of the Khrunichev Research and Production Space Center

## The B.I.D. Quality Award for Tata



The B.I.D. World Quality Commitment Award was presented to India's Tata Elxsi in Paris. General Manager of the Automotive Division, Ramanathan Natarajan, represented Tata Elxsi and received the B.I.D. International Quality Award in the Palais des

Congrès in Paris from the President of B.I.D., Jose E. Prieto. Tata Elxsi belongs to Tata Group, one of India's largest and oldest conglomerates, with 98 companies and 289,500 employees in six continents. In terms of annual revenues, the group takes in a yearly \$28.8 billion USD, and its market capitalization amounts to \$66.26 billion USD.

The Tata Group, a multinational conglomerate based in Mumbai, has interests in steel, automobiles, information technology, communication, power, tea and hotels. With operations in more than 85 countries, its companies export

products and services throughout the world. The Tata Group comprises nearly 100 companies in seven business sectors, 27 of which are publicly listed. Charitable trusts hold 65.8% of the ownership of the Tata Group. Companies forming a major part of the

group include Tata Steel, Corus Steel, Tata Motors, Tata Consultancy Services, Tata Technologies, Tata Tea, Titan Industries, Tata Power, Tata Communications, Tata Teleservices, Tata AutoComp Systems Limited and the Taj Hotels.



## Alcoa, leading the high-tech industry

Alcoa Howmet Gennevilliers, belonging to Alcoa Corporation operates 27 manufacturing facilities in 5 different cities with a \$5.2 billion USD turnover

Alcoa Howmet has been providing sophisticated coating services to the aerospace and power generation industries since 1963.

Ranked 461 in the Fortune Global 500, Alcoa is the world's third largest producer of aluminum, with a \$5.2 billion USD turnover.

The world's leading producer and manager of primary aluminum, fabricated aluminum and alumina facilities, it is active in all major aspects of the industry. It is a very important supplier of superalloy metals, titanium ingots,

ceramic products and advanced tooling. Alcoa Howmet conducts extensive research to aid development of its material, product, and process technologies and is the top manufacturer of components for the jet aircraft, gas turbine and other advanced-technology industries. Its reliable, quality products range from investment casting raw materials and equipment to finished castings. From its operational headquarters in Pittsburgh, Penn., Alcoa operates in over 40 countries throughout the world.



Alcoa Howmet won the B.I.D. Quality Diamond Award in 2009.

## Als & Cachou, Worldwide Advertising



Als & Cachou – TBWA from France belongs to TBWA Worldwide, whose owner is the Omnicom Group, the largest advertising agency in the world with more than \$3 billion USD in sales. Omnicom is a world leader in global marketing and corporate communication present

in 75 countries through its 258 offices and 9,700 employees. TBWA is involved in various aspects of communication, such as advertising, marketing, interactive communication, and public relations. This is why the agency was chosen by many famous brands such as Apple, Absolut Vodka, Adidas, and McDonald's. The former President of Als and Cachou – TBWA, Damien Lethon, received the International Crown for Quality Award in London from the B.I.D. President, Jose E. Prieto.

## Luxury and prestige have a name: Viking Line

Viking Line, a shipping company based in Finland with a cutting edge fleet and more than forty years of experience, is one of the most prestigious companies in the Baltic Sea working in this sector. The President of Business Initiative Directions, Jose E. Prieto, awarded the BID Quality Award to Viking Line for the company's implementation of technology and high quality standards. Since its beginnings over 50 years ago, the Viking Line company has

transported more than 169 million passengers, while creating an efficient system for trade and transport. As a leader in its country and sector this huge company was awarded by BID in the fields of Quality, Excellence, Leadership, Innovation, and Technology.



## The Tallest Building in the World

The impressive Burj Khalifa Tower was built under the management of B.I.D. Century International Quality ERA Winner, Turner Construction

The Burj Dubai tower, (also known as the Burj Khalifa) was completed in 2009 and officially opened on January 4, 2010. It stands 818 meters tall - just 5 meters shy of half a mile. That's nearly 300 meters taller than

approximately \$4.1 billion USD. Turner Construction, which managed construction of the tower, works with around 1,600 projects per year through 20 countries and its 46 offices in the U.S. With a construction volume of \$9.6 billion USD, it specializes in construction management, consulting, contracting, and insurance and risk management. This

the previously tallest floored building in the world, the Taipei Tower in Taiwan. Outside, the 'Dubai Fountain', designed by WET Design is illuminated by 6,600 lights and 50 colored projectors, setting a record of its own through its jetstream shooting water 150 meters into the air. The tallest man-made structure, the Burj Dubai's budget was

American company has led the construction of many famous buildings, such as the United Nations Secretariat in New York, the United Airlines Terminal 1, the Madison Square Garden, the American Stock Exchange and the Rose Garden Arena. It is not surprising that Turner has been granted prestigious



Over 800 meters tall, the Burj Dubai is now the tallest skyscraper in the world

awards and trophies for its many achievements worldwide. The company received the B.I.D. Award for

Quality thanks to its general success worldwide and its commitment to quality services and excellence.



The President of Turner Construction International, Mr. Ali H. Odeh, received the B.I.D. International Quality Award in Geneva

# Ansaldo Energia and Hong Yuen, Internationally Renowned Leaders

Both companies play fundamental roles in their sectors while developing their communities and business areas through work in quality, excellence, and innovation

Ansaldo Energia, BID International Quality Award recipient, is proud to have signed a 100 million euro-contract with Power Machines, the main producer of electric generation systems in Russia. This agreement reinforces the Italian company's leading role in the Russian market where Ansaldo has been granted five contracts worth over 300 million euros to supply 14 gas turbines.

Ansaldo Energia is an Italian power company headquartered in Genoa,

Ansaldo Energia, indisputably the leader in its country and sector, received the International BID Award for Quality from the President of Business Initiative Directions, Jose E. Prieto, in recognition of its leadership and business achievements worldwide.

## Hong Yuen Electronics, Ltd.

Since 1997, Hong Yuen Electronics has worked towards one main objective:

"To be a world renowned PCB manufacturer with first class performance in the areas of technology, plant facilities, human resources, product developments, and management."

**Its installed capacity exceeds 166,000 MW in over 90 countries for thermal electric and hydroelectric plants.**

Belonging to China Aerospace International Holding Limited (CASIL), Hong Yuen received the B.I.D. Quality Summit Award in New York. Thanks to the company's rigid enforcement of the Total Quality Management Model (TQM), Hong Yuen Electronics Ltd., a public listed company in Hong Kong, has become a leader

in China with a factory surface of 250,000 square feet and 1,000 employees. Extending its trade market to China, the U.S., Europe, Hong Kong, and Asia Pacific, it has specializes in rigid PCB, rigid flex PCB, flexible PCB, and SMT assembly. Today Hong Yuen focuses on research and new production methods to satisfy the international market's changing demands.



The representative of Hong Yuen Electronics Ltd. at New York received the International Quality Summit Award from Mr. Jose E. Prieto, President and CEO of B.I.D.



**Hong Yuen Electronics Ltd.** received the B.I.D. Quality Summit Award at the Convention held in New York from the President of B.I.D., Jose E. Prieto, for its leadership and innovative methods.



BID's International Star Award for Quality to RAO "UES of Russia" in Geneva. Receiving the trophy was Former Deputy-Prime Minister of the Russian Federation and Vice-Chairman of the Board of RAO "UES of Russia," Sergey Dubinin.

## RAO, Russia's Electricity Giant

RAO UES of Russia received the International Star Award for Quality through former Minister of Finance of Russia, Sergey Dubinin

Sergey Dubinin, Deputy Chairman of RAO Unified Energy System of Russia –former Minister of Finance in Russia during Yeltsin's Presidency and Chairman of the Central State Bank of Russia, received the Award from President of Business Initiative Directions, Jose E. Prieto. The Unified Energy System is a Russian electrical company historically providing 70 percent of the country's electricity generation, as well as exporting to Scandinavian countries and the Commonwealth of Independent States.

RAO UES received the International Star Award for Quality and the World Quality Commitment Award at the International Convention organized by B.I.D.

## B.I.D. logo, emblem of JSC Polet Airlines

Polet Air Company, winner of the B.I.D. International Quality Crown Award, is a prestigious airline based in Voronezh, Russia, operating cargo and domestic passenger services worldwide. Polet's owner and General

Director, Anatoly S. Karpov, received the B.I.D. Quality Award from Business Initiative Directions. Polet owns eight AN-124-100 aircraft. The technical characteristics of the fleet are cutting-edge, as the Polet AN-124-

100 meet the current environmental and safety requirements with flying colors. Company representatives are proud to state that they go above and beyond the requisites listed by the International Aviation Authorities.



The B.I.D. Quality Award logo emblazens the fleet of aircraft of Polet Airlines after this company received the International Quality Crown Award in London

and a subsidiary of Finmeccanica, an Italian conglomerate and the second largest industrial group and the largest of the hi-tech industrial groups based in Italy. Although Ansaldo started in 1853, it was taken over by Finmeccanica in 1993. Ansaldo Energia works in the power generation sector through services such as plant engineering and manufacturing.