



**19 LATIN AMERICAN QUALITY CONGRESS  
XXXVIII NATIONAL QUALITY CONTROL CONGRESS  
Cuernavaca City. October 6 to 9, 2010  
PROGRAMME 100925**



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| <b>OCT 4 &amp; 5</b> |  | <b>MONDAY AND TUESDAY</b>  |  |
|----------------------|--|--|--|
|                      | Mexico City Suites<br>Plaza Florencia Hotel  |  | Cuernavaca<br>Hotel Villa Bejar.<br>Meeting room: Mezquita |
| Oct 4, 9-18          | Panelists Selection, Training. And<br>Calibration.   | Design of Experiments by the Taguchi<br>Method – 16 Ht.  | Analysis of Reliability Data<br>Dr. Wayne Nelson – U.S.A.. |
| Oct 5, 9-18          | Instructor: Vilma García Gonzalez  | Dr. Arun Chaudhuri - India   |  |
| 18:00-20:30          | Foyer : Participants' Registration.  |  |  |
| 19:00-20:30          | Meeting room: Speakers' Meeting.   | Registration continues   |  |
| 20:30-22:30          | Meeting room: Welcome Cocktail.  |  |  |
| <b>OCT. 6</b>        |  | <b>WEDNESDAY</b>   |  |
| 8:00-8:50            | Lobby Alhambra room Last minute registration.  |  |  |
| 9:00-9:50            | Room: Aljibes and Arrayanes: Opening Ceremony<br><b>QUALITY PROMOTION AGAPITO GONZALEZ AWARD PRESENTATION.</b>   |  |  |
| 10:00- 10:45         | 14.1. New Horizons for Quality on Health. Antonio Heras Gómez.<br>Dir. Gral Adjunta de Calidad- Health Ministry  |  |  |
| 10:45-11:30          | Dr. Enrique Ruelas Barajas, winner of the Quality Promotion Agapito Gonzalez Award   |  |  |
| 11:30-11:50          | BREAK  |  |  |
| 11:50-12:35          | 01. Road to Excellence. José Manuel Flores Peña. CNE Laguna Verde-CFE.   |  |  |
| 12.35-13.20          | 02. Morelos Quality and Competitiveness Institute. Ing. Julián Adame Miranda. IMCC.  |  |  |
| 13:20-14:05          | 04. Nafinsa's Quality Model. Rubén Carranza Meléndez. NAFINSA.   |  |  |
| 14:05-15:05          | Restaurant: LUNCH  |  |  |
|                      | Meeting room: Aljibes and Arrayanes  |  |  |
| 15:15-16:00          | 05. Experiences from participation in quality awards. Noemí Alvarado, IIE.   |  |  |
| 16:00-16:45          | 15.1. Kaizen for public sector organizations: A management approach to improve municipal processes and services. Dr. Manuel Francisco Suárez Barraza. ITESM - Metepec.     |  |  |
| 16:45-17:00          | BREAK  |  |  |
| 17:00-17:45          | 03. Global quality vision. José Fco. González Prado. IMECCA.   |  |  |
| 17:45-18:30          | 2.1. The theory of knowledge, one of the four pillars of Dr. Deming's System of Profound knowledge. Dr. J. Efrén Pérez Peregrina. Applied Chemistry Research Center. CIQA. |  |  |
| 20:00-22:00          | Welcome Dinner. To be confirmed  |  |  |
| <b>OCT. 7</b>        |  | <b>THURSDAY</b>  |  |
|                      | Room with simultaneous interpretation: Aljibes and Arrayanes   |  |  |
| 9:00- 9:45           | 1.1. Success through quality, management and leadership. Dr. Gilberto Concepción Jr. Dominican Republic.   |  |  |
| 9:45- 10:30          | 4.1. Economic crisis and a strategy. Dr. Arun Chaudhuri. Indian Statistical Institute. Bangalore, India.   |  |  |
| 10:30-11:15          | 4.2. Technological Platform for systems management through processes. ISO Tools.<br>Gema Ariza. España.  |  |  |
| 11:15-11:35          | BREAK  |  |  |
| 11:35-12:20          | 5.1. TRIZ, a tool for technological innovation. Francisco García Mora. UPIICSA   |  |  |
| 12:20-13:05          | 5.2. Defect Initiation, Growth and Failure – A General Statistical Model and Data Analyses. Dr. Wayne Nelson. Consultant on statistics.                                    |  |  |
| 13:05-13:50          | 6.1. Applying Design of Experiments to Improve Marketing Performance.<br>Dr. Arun Chaudhuri. Indian Statistical Institute. Bangalore, India.                               |  |  |
| 14:00 – 15:00        | Restaurant: LUNCH  |  |  |
|                      | Meeting room : Aljibes   | Meeting room: Arrayanes  |  |
| 15:15-16:00          | 17.3. Promotion of participation from the potable water and sanitation companies in the standardization and certification of NMX products. Marco Antonio Toledo. IMTA.     | 3.1. Quality in Technology Management. Margarita García Martínez. IIE.                                 |  |
| 16:00-16:45          | 2.2. Experiences on Development of a Competente Management System in the Hydric Sector. Saúl Reyes Listeri. IMTA.  | 9.1 Graphical Design and International Packaging Regulations. Key in trading.<br>Arelys Perez. RETOMED |  |
| 16:45-17:00          | COFFEE BREAK   |  |  |



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|---------------|---|--|
|               | Meeting room : Aljibes  | Meeting room: Arrayanes  |
| 17:00-17:45   | 6.2. Statistics applications in hybrid vehicles. José Luis Estrada Jasso.<br>Tempel de México, S.A.   | 11.1. Validation of testing and calibration methods. EMA. To be confirmed.   |
| 17:45-18:30   | 7.1. Importance of measuring the correlation factor in the relationship between problems and its causes. Antonio Esteva Loyola. México.   | 12.1 Balanced Scorecard.<br>José Fco. González Prado<br>IMECCA- MEXICO   |
| 20:00-22:00   | CULTURAL EVENT. TO BE CONFIRMED.  |  |
| <b>OCT. 8</b> | <b>FRIDAY</b>   |  |
|               | Room Aljibes and Arrayanes: 29 <sup>th</sup> National Quality Circles Convention  |  |
| 9:00 – 9:35   | Working group from ARRIS GROUP DE MEXICO, S.A.de C.V.   |  |
| 9:35 – 10:15  | Working group from ARRIS GROUP DE MEXICO, S.A.de C.V.   |  |
| 10:15 – 10:30 | BREAK   |  |
|               | Meeting room: Aljibes - ISO 14000 Forum   | Meeting room: Arrayanes - ISO 9000 Forum   |
| 10:30-11:10   | 17.2. Ecomap included in the flow diagram of the manufacturing processes for a clean production program.<br>Francisco García Mora. UPIICSA.                                       | 16.3. Communications and interactions of processes in a MS. Practical experiences.<br>Jesús Alfonso Rodríguez. CTEC-SIME.  |
| 11:10-11:50   | 17.1. Eco labelling in packaging and containers. Sustainability Project in the production of medical equipment.<br>Arellys Pérez. Empresa de Equipos Médicos RETOMED.             | 16.6. Mapping in depth of the measurement, analysis and improvement processes in an oil refinery. Lázaro Manuel Borroto Pérez. CovenPetrol, S.A. Refinería Cienfuegos. |
| 11:50-12:00   | COFFEE BREAK  |  |
|               | Meeting room: Aljibes Congress continued  | Meeting room: Arrayanes – ISO 9000 Forum continued   |
| 12:00-12:40   | 13.1 Food quality and safety.<br>Vilma Luz García González. IMECCA.   | 16.4. External interested parts and their economical/social impacts in a MS. Practical experiences.<br>Jesús Alfonso Rodríguez- CTEC-SIME.                             |
| 12:40-13:20   | 15.3. Information techniques applied to quality improvement in higher education.<br>M. Sc. Miguel Angel Torres Durán. UPIICSA.  | 16.5. Risk Management in an IMS (Integrated Management System). Practical Experiences.<br>Jesús Ramírez Gutiérrez.<br>Raw Materials Recuperation Enterprise. Camaguey  |
| 13:20-17:00   | Visits: Cementos Moctezuma, S.A. de C.V. Industrias Química Falcon de México and Electrical Research Institute –IIE   |  |
| <b>OCT. 9</b> | <b>SATURDAY</b>   |  |
|               | Meeting room: Aljibes. Quality in Health  | Meeting room: Arrayanes. Tribute to Mr. Carlos Vilchis   |
| 9:00-9:40     | 14.2. Experiences connecting quality and efficiency concepts at CIREN -year 2009. Esperanza Cabrera Prieto. CIREN.  | 6.3. Six Sigma Tools for beginners.<br>Carlos Hugo Vilchis Villaseñor +  |
|               | Meeting Room: Aljibes. Quality in Health  | Meeting room: Arrayanes.   |
| 9:40-10:20    | 14.3. Patients' safety: quality assurance<br>Quality Adjoint General Direction - Health Ministry  | 6.4. Zero acceptance number sampling plans (attributes, variables and continuous by attributes)<br>Carlos Hugo Vilchis Villaseñor+                                     |
| 10:20-11:00   | 14.4. Quality of the clinical history. Experiences at the International Center of Restorative Neurology. Carmen Cecilia Vázquez López. CIREN                                      | 5.3 Tutorial: Introduction to Reliability.<br>José Fco. González Prado.  |
| 11:00 -11:20  | BREAK   |  |
| 11:20 - 12:00 | 14.5. Performance of Indicators of Intrahospital Falls in the Chronic Neurological Patient. CIREN 2004-2009.<br>Maria de los Ángeles Peña Figueredo. CIREN.                       | SPECIAL SESSION:<br>QUALITY ON EDUCATION<br>Exhibit of selected paintings from the Asia Pacific Children's Painting Contest on Quality                                 |
| 12:00-12:40   | 14.7. Accreditation System.<br>Quality Adjoint General Direction -Health Ministry   | CENDI'S FP Ty L<br>Education for the child's nutritional control   |
| 12:40-13:20   | 15.4 Experiences of 10 years managing a mexican "Utility" with a "World class" approach<br>Jose de Jesús Moreno Ruiz, Outgoing Director of DCO-CFE, two times winner of the IAPQA |  |
| 13:20-13:50   | Conclusions.  |  |
| 13:50-14:00   | Presentation of candidate sites for next year congress. CLOSING CEREMONY.   |  |
| 14:00-16:00   | FAREWELL.   |  |