



DIR/003 (E)

CODE: SEM14-07-2020-SMTA

TITLE: Beyond the Pandemic: SMEs Leveraging ISO 9001 Quality Management for Competitive Advantage

OBJECTIVE: While many organizations are certified, not every organization derives the full benefits of implementation. Reviewing the concept of cost of quality and the evolution of the ISO 9001 standard, this seminar explores how the QMS could be positioned strategically to enhance overall customer satisfaction and create competitive advantage to the organization.

CONTENT:

- Cost of quality
- Evolution of the ISO 9001 standard
- The strategic opportunity
- Critical success factors
- The guidebook
- Q & A

DESIGNED FOR:

- Managerial from the companies who are considering to implement quality management system
- Staff from ISO 9001 certified companies
- Personnel who are interested in ISO 9001 QMS

SPEAKER(S): Mr. Howie Ng, Technical Director, Hong Kong Veritas Limited & Member of ISO/TC 176/SC 2/WG 24

ORGANIZED BY: Macau Productivity and Technology Transfer Center (CPTTM)

NO. OF SEATS: 50 LANGUAGE: Chinese

DATE & TIME: July 17, 2020 (Friday), 15:00-16:30

FEE: Free of charge REGISTRATION DEADLINE: 15/07/2020 (Wednesday)

VENUE: CPTTM Head Office – 7th Fl., Auditorium
Rua de Xangai 175, Ed. ACM., 7 andar, Macau

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