

IDEAS B2B

NOVEMBER 2010



Pramod Sinha,
Head - Business
Development (right),
Parmesh Shah,
Manager - Business
Development (left)
received the
International B.I.D.
Quality Award

Leading company in India

Post FIFA:
South African
Economy

REVA:
The Eco-friendly Car

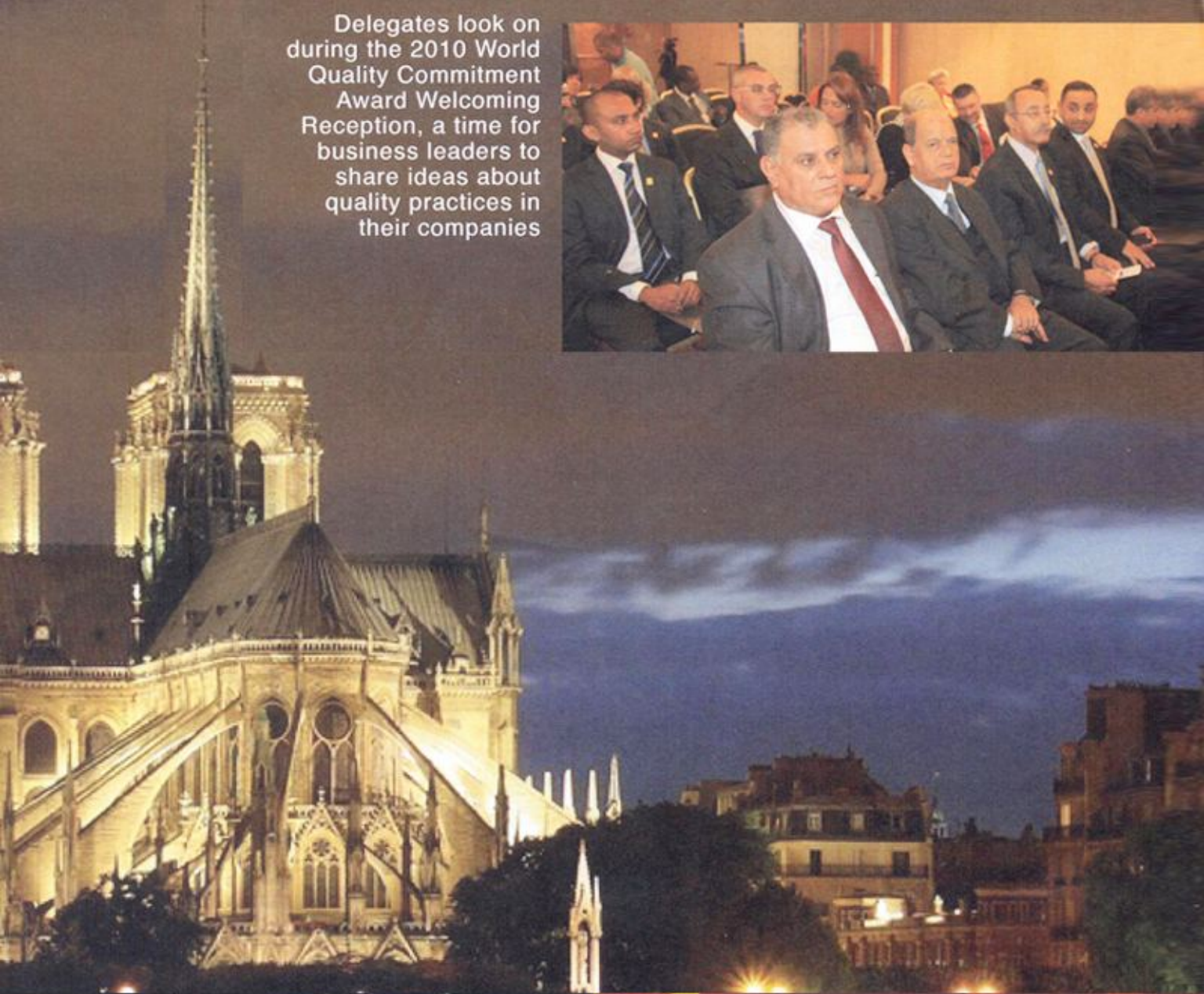
Burj Khalifa:
Quality in Height

Google:
Non-ending Innovation

Hidden Brains Infotech Pvt. Ltd.

Winner of the World Quality Commitment
Award in Paris

Delegates look on during the 2010 World Quality Commitment Award Welcoming Reception, a time for business leaders to share ideas about quality practices in their companies



Hidden Brains Infotech Pvt. Ltd.

Pramod Sinha (left) and Parmesh Shah (right), of Hidden Brains Infotech Pvt. Ltd., from India, received the World Quality Commitment Award in Paris. In the center is Craig Miller, Director of the QC100.



A nighttime photograph of a Parisian bridge over a river, with the illuminated spire of Notre-Dame de Paris visible in the background on the right. The scene is lit with warm streetlights and building lights, creating a bokeh effect in the water.

The World Quality Commitment Award

Paris 2010

An International Gathering Dedicated to
Quality at global International Business epicenter

PARIS: A CONVERGENCE POINT FOR QUALITY

During the 2010 B.I.D. International Convention, Paris became the site for an international gathering dedicated to excellence and innovation. Outstanding companies

from 54 countries and their leaders received the World Quality Commitment Award - for the commitment to business excellence. The international convention took place at

the Palais des Congrès in Paris, located in the La Defense district - one of the most important international business centers in the world.

Business leaders from 54 countries featured as Award Winners



Armando Valverde Talango
Mexico



Adão Avelino Manuel
Angola



Celso Roberto Machado Pinto
Brazil



Pramod Sinha
India



Anni Bodington
South Africa

NOVACAP, from Brazil

WQC Winners, such as Companhia Urbanizadora da Nova Capital do Brasil, came to Paris to receive an international award and share quality ideas from the Podium

Winning companies at the 2010 B.I.D. World Quality Commitment Award Convention, and their leaders, embodied the commitment to quality in their diverse sectors and countries.

To name a few stellar examples, Armando Valverde Talango, from Mexico, along with Mario Francisco Moran Lagunes, received the World Quality Commitment Award in Paris. His company, Cooperativa La Cruz Azul, is a top Mexican group that operates as a leader on a business, social, cultural, and athletic level. With several companies in a variety of sectors, it also offers social, educational and health services to its members. Not to mention it brags its own football club, that competes on the professional First Division, one of the most famous in the country. The group places emphasis on continuous innovation, productivity, quality, and profit while providing comprehensive services.

From Angola, Sonangol Distribuidora is a massive parastatal company that with over 30 subsidiaries, oversees the petroleum and natural gas production of Angola, a country estimated

to have over 5 billion barrels of offshore and coastal petroleum reserves, and new discoveries outpacing consumption by five to one. At the WQC Convention in Paris, Adão Avelino Manuel, Director of Quality of Sonangol Distribuidora, who received the Award along with José Oliveira,

NOVACAP is the main executor of building and construction projects for the Federal Government of Brazil

Assessor of the company, addressed the delegates assembled from 54 different countries. Another business leader present at the Paris convention came from Brazil, Celso Roberto Machado Pinto, President of NOVACAP, Companhia Urbanizadora da Nova Capital do Brasil. This company, established under President Juscelino Kubitschek in 1956 to manage and coordinate the construction of Brasília, the capital of Brazil, is today the main executor of building and construction

projects for the Federal Government. Joining these leaders from Mexico, Angola, and Brazil in the group of B.I.D. 2010 winners in Paris was TESA Palisade Fencing & Security Systems (PTY) LTD., represented at the convention through its Managing Director, Anni Bodington, and Business Development Manager, Craig Paine. A major factor of the company's success is derived from the high degree of quality it offers in its services

Besides its role as the preferred leading supplier of steel fencing to the African Telecommunication Industry, this up and coming group from South Africa is also a leader in the manufacture of steel security palisade fencing, operating throughout the entire African continent, including Congo, DRC, Tanzania, Malawi, Zambia, Uganda, Gabon, Nigeria, Ghana, Angola, Botswana, Madagascar, Chad, Equatorial Guinea as well as South Africa.

Through its commitment to quality, TESA is currently expanding its market share and special focus is being placed on its future pursuit of export markets outside of Africa.

At the 2010 WQC Convention

PARIS

WORLD
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PARIS 2013 GOLD
HOOJANG BIOTECH PVT. LTD.

Hidden Brains Infotech Pvt. Ltd.

The QC100 and the Quality Mix: a recipe for business success

The B.I.D. International Quality Award presented in Paris publicly recognizes each company as an entity for their commitment to quality, outlined in the QC100

Paris, France

The companies awarded with the B.I.D. International Award are committed to spreading quality culture by applying the principles of the Quality Mix.

Developed by B.I.D., the Quality Mix Program is a set of actions with the objective of performing better than the competition in terms of quality culture management.

The founder of B.I.D., Jose E. Prieto, created the concept of Quality Mix in 1984 as a pioneer in the field. In recent decades, B.I.D. has experienced a great amount of success in its quality implementation thanks to constant innovation. It is now among the major organizations that promote quality culture in leading companies, doing so on a local, national, continental, and even global level.

The concept of Quality Mix is based on six groups of actions which, when combined, result in a continuous quality improvement process. Indeed, the whole system of production, from conceptualization to distribution, is systematically analyzed and reviewed, allowing the implementer of the Quality Mix Program to achieve an advantageous position in competition. The concept of Total Quality Management was born out of the need to combat weakness in companies. Researchers such as Deming have developed models similar to that of the QC100. The QC100 is a management strategy to continually improve quality through

better knowledge, and thus obtain a better control of the entire system.

The design of the product or service through the choice of suppliers and materials, distribution, and communication are all factors which are taken into account, whether they be internal factors specific to the company, customers, partners, or monitoring products. In short, the development of a quality culture should guide the organization through all company activities.

The three main ideas behind TQM form its name:

- * Total: It includes all actors, all staff and all processes
- * Quality: Excellence, Innovation and Technology
- * Management: Leadership, planning, action, monitoring and correction

Quality includes customer satisfaction and is applied in all areas, whether it be the product or organization. Improving the quality is quintessential to determining how well a company is organized.

BID QUALITY AWARD

Pramod Sinha, Head - Business Development (left), and **Parmesh Shah**, Manager - Business Development (right) of Hidden Brains Infotech Pvt. Ltd. from India, with Jose Prieto, President and CEO of BID (center)





Pramod Sinha (right) and Parmesh Shah (left) of **India**, at the World Quality Commitment Convention in Paris.