OCCASION

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22096

FINAL REPORT

UNIDO Contract: 97/121/VK

Project No.: US/RAS/96/219

Introduction of Total Quality Management and Standardization
At Company Level in ASEAN Countries

December , 1998

Japanese Standards Association

contents

Appendix 1: Program of seminars in Singapore

Appendix 2: Program of seminars in the Philippines

Appendix 3: Program of seminars in Vietnam

1. Background information

United Nations Industrial Development Organization (UNIDO) informed Japanese Standards Association (JSA) by its facsimile transmission No.1356 dated June 5, 1997 that UNIDO selected JSA as "the subcontractor" for the execution of services for the UNIDO project No.US/RAS/96/219 (UNIDO Contract No.97/121/VK) at total all-inclusive cost US DLRS Two Hundred Sixty-one Thousand (US$261,000) payable in that currency.

2. Objective of the project

The project aims at promoting company standardization and providing ASEAN countries with information and experience on effective tools and methodologies for enhancing a company's productivity through standardization, based on the experience of Japan.

3. Subcontractor's duties

The services required for JSA (subcontractor) consist of the following five duties:

(1) To conduct a diagnostic survey in selected companies in Vietnam in regard to standardization and Total Quality Management activities.

(2) To organize a seminar on standardization and total quality management in Vietnam for chief executives from industrial enterprises.

(3) To hold a training seminar on effective utilization of computers and informatics for introducing standardization and Total Quality Management at the company level.

(4) To conduct surveys on the current level of implementation of standardization at the company level in Thailand, Malaysia, and the Philippines.

(5) Based on the results of the survey carried out In Thailand, Malaysia and the Philippines, to hold a seminar for disseminating information on promotion of company standardization focusing on the production process.

4. Activities and achievements

4.1 Seminars in Singapore on Use of Multilingual Information Technology for Standardization (Progress report I, August, 1997, Programme —Appemdix 1)

The seminars were held on May 26 through 28, 1997 at Information Technology Institute (ITI) and National Computer Board (NCB). (Program: Appendix 1)

The objectives of the seminars were to create common ground for a new localization framework in ASEAN region and to explore the possibility of implementing standardization activities.

Three individuals from each ASEN countries were invited. Those participants were the experts who were directly involved in this field. Experts from non-ASEAN countries in Asia and Iceland and New Zealand were also invited.

The participants from Japan included many information providers, users, researchers, standards developers and government officials.

The seminars were prepared and organized by JSA in cooperation with ITI and NCB, the host organizations of the country.

(1) Open seminar (ITI, May 26 and 27, 1997)

The current situations of the use of multilingual information technology in the ASEAN region were reported and discussed. The program included demonstration of language handling on PC's and also the exhibition on the second day.

(2) Closed Seminar (NCB, May 28,1997)

The participants discussed the problems identified during the open seminar in promoting standardization of multilingual information technology in the ASEAN region.

The seminars were attended by 63 people from 15 countries. Experts from non-ASEAN countries presented the information that interested all participants.

The report of questionnaires collected in the seminars indicated that most participants were satisfied with the presentations and discussions.

4.2 Seminars in the Philippines for CEO, top and middle managers

(Progress report II, January, 1998, Proramme-Appendix 2)

The seminars were held in Manila on August 5 through 7, 1997 to introduce the fundamental ideas of TQM activities, roles of top management, the policy and daily management, the concrete activities for TQM introduction and promotion and the relationship between TQM and ISO 9000.

The seminars were prepared and organized by JSA in cooperation with BPS, a host organization of the country.

In order to make the seminars as effective as possible, the seminars were conducted in three sessions. (Program: Appendix 2)

(1) Open Seminar for CEO and Top Management   (August 5, 1997)

A Japanese expert presented the necessity and basic overview of the introduction and promotion of TQM into company activities, expected roles of CEO and top management. The representatives from two local companies presented their current situation of TQM implementation.

(2) Open Seminar for op and Middle Management   (August 6, 1997)

Three Japanese experts presented policy and daily management, education and training, how to obtain ISO 9000 certificate and the relationship between TQM and ISO 9000. The participants visited two local companies to look at their TQM-applied manufacturing process.

(3) Closed Seminar for Top and Middle Management of Representative Companies

(August 7, 1997)

The company representatives from 6 countries presented their TQM activities being currently promoted in policy management, daily management, and process management. They exchanged opinions with TQM experts and other representatives.

The open seminars were attended by 107 CEO, top and middle managers from local private companies and the closed seminar and the tour were joined by 21 of the government organizations, CEO and middle managers of the representative companies of ASEAN countries.

4.3   Workshop on Total Quality Management for the top and Middle Management
      in Vietnam(Progress report III, November, 1998,   Programme-Appendix 3)

"Workshop on Total Quality Management for the Top & Middle Management" was held at the Saigon Prince Hotel in Ho Chi Minh city, Vietnam on 19th and 20th January, 1998. The workshop reflected the results of the company diagnosis in Vietnam.

In accordance with the results of the discussion between JSA and STAMEC, the workshop was so organized that it would be 2 days workshop for the top or middle management of the Vietnam local industries, mainly SMEs.

Theme was "Workshop on TQM Implementation for SMEs"
            -   Total Quality Management A Proven Approach to Achieving
                Quality Excellence -

In the workshop TQM experts discussed basic concepts of TQM activities, the roles and problems that top and middle managers would face in promoting the introduction of TQM into their companies, and concrete examples of good policy management. Concrete examples of how to use the TQM Handbooks, developed as a tool to provide technical assistance to the developing economies who will be tackling the techniques of TQM, were also discussed.

On January 19, 1998, Mr. Ichiro Miyauchi, (Senior TQM Counselor, JUSE) presented What is TQM?,The role of top management in implementing TQM, Important points in implementing TQM and Policy management and daily management
On January 20, 1998, "The TQM Handbooks : Development and use", "How to use the TQM Handbooks" by Mr. Eizo Asaka (Senior Consultant, JSA), "How to use the TQM Handbooks - in respective use" by Mr. Masato Suuchi (Senior Consultant, KIP) were presented. the "TQM. The Handbooks have been developing in the TQM project as the common textbooks for implementing TQM instruction to the Model companies.

The workshop was attended by 122 persons in total, 93 from local companies, 2 from university and 27 from STAMEQ and its branches.

5. Remarks

-Seminar in Singapore

Business activities are now more frequently being conducted across borders over the computer networks by people speaking different languages and living in different cultural backgrounds. This is a clear indication that there is a growing need to construct an information processing environment in which other languages besides English can be used.

This seminar provided a venue where experts from the ASEAN countries and the Asian region could come together to share ideas and opinions on such a multilingual information processing project. This will undoubtedly lead to the creation of a mood for building such an environment in the Asian region and will aid in effectively promoting the maintenance of such an environment in the future.

-Seminar in The Philippines

In order to introduce and implement TQM in a company successfully, top managers should correctly understand TQM first and clearly indicate their direction to proceed and objectives under their leadership. It is a very important factor to make them aware of their roles and responsibilities in implementing TQM.

The seminars held in the Philippines could provide adequate information to raise the motivation to promote TQM.

-Workshops in Vietnam

Although a few institutions may have some opportunities to invite necessary speakers from abroad and have some kind of seminars fragmentarily, systematic events on TQM have not been held in Vietnam. From these points of view, the workshop was very significant for encouraging awareness of Vietnamese industries in TQM.

Because the workshop was for the local industries, contents were concentrated in the fundamental of TQM. It would be recommended to hold such kind of workshops or seminars in major industrial cities in this country.

First International Symposium on Standardization of Multilingual Information Technology -MLIT'97- Global Information Infrastructure (GII) for Equal Language Opportunity

26-27 May 1997
National Computer Board (NCB)
71 Science Park Drive, Singapore

UNIDO

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United Nations Industrial Development
Organization (UNIDO)

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Ministry of International Trade and Industry
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National Computer Board (NCB), Singapore

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Japanese Standards Association (JSA)

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INTRODUCTION

Accompanying the rapid and widespread diffusion of personal computers(PCs), localization of information processing systems has made great advances in the last two decades. Many practical and pragmatic solutions to language problems have been found in the localization process, and as a result, PCs have become an essential tool in the modern business environment. Indeed, progress has been so rapid that original targets have been met and early social needs have been fulfilled.

Localization as it currently stands is facing new fundamental challenges. As localized PCs are fast becoming a basic tool for daily life and work in many countries and in many cultures, new and more demanding needs have been brought to light such as the digital processing of classical literature texts, for example. Those requirements demand more to cultural specific solution of the information technology. On the other hand, as various economic and social activities continue to become more global in scope, the exchange of information across international borders and among different cultures has become even more important.

Moreover, it is fast becoming evident that the having the capability to process various languages and scripts over the Internet is a prerequisite for communicating on a world wide scale. As international travel is becoming more and more common, having the ability to use a computer in one's own language when staying abroad is also becoming more important. Moreover, demand for such capability has increased to the point that many are calling for information exchange capability to be made available for those languages which use different scripts in a way that completely satisfies a wide range of users. These trends require more culturally neutral solutions however.

To meet these demands, harmonization of localization efforts of various languages is a particularly basic and urgent task. In such circumstances, it is vital to have common understanding on the development and the current status of localization in various countries.

This is particularly important when GII is in place, because GII is a dream environment in which advanced computer networks are widely diffused on a global scale. It holds a great potential for providing an equal opportunity to everyone in which physical location and time differences may be disregarded because GII promises to be a tool in which the handicaps of physical distance and time can be overcome. Nevertheless, it must be remembered that this is just a possibility and GII does not guarantee equal opportunity, for it also holds the seeds of a wider and deeper gap developing between countries and regions. This exacerbation may potentially be caused by cultural elements such as language. A "true" GII will be achieved by providing not only the infrastructure but also standards and environment for information processing that can respond well to cultural diversity. Unequal opportunities which are due to differences inherent in languages need to be eliminated. This is particularly important for the Asian Region because the countries in this region have a greater diversity of languages and characters sets than in any other.

Considering our diverse cultural background, we should promote cooperation among the Asian nations to create a multilingual information processing environment that can be shared throughout the region and propose the results of these efforts to the international standardizing bodies.

OBJECTIVES

- Create common ground for a new localization framework in the region to advance the development of GII

- Explore the possibility of implementing standardization activities in the region relating to information technology, especially related to native language processing with regionally harmonized approaches

- Share perspectives on the issues among information technology providers, users, researchers, standards developers, government officials and so on, through the exchange of opinions and discussions

Objectives of Country Reports (first day)

- To gain a mutual understanding of current status of native language processing in each country:

  - how widely computers, especially PCs, are used in each country

-how often a native language processing is used when using computers
- which applications involve the native language processing and which ones do not
- to what degree multilingual processing are required
- availability and dissemination of standards (de-jure, de-facto) which support native languages processing
- other information that is useful in understanding the status/requirements of the countries in the region

Objectives of PC Demonstrations (Second day)

-Exploration of:
- various localized input and output methods, especially of personal computers and regional languages, in order to create common understanding of methodology, technologies, and tasks
-possibility and necessity of standardizing these language technologies

PROGRAMME

Monday 26 May 1997
    〈GII for Equal Language Opportunity〉

09:30   Congratulatory address
- UNIDO,etc.
    10:00   Keynote address
- Professor Shunsuke UEMURA, Nara Institute of Science and Technology, Japan
- Mr. Thorvardur Kari Olafsson, Icelandic Council for Standardization, Iceland
- Dr. H. Thaweesak Koanantakool, National Electronic and Computer Technology Center (NECTEC), Thailand
12:00 Lunch
13:00 Country reports
(Tentative List)
    Brunei Darussalam   Cambodia
    China   India
    Indonesia   Japan
    Lao people's Democratic Republic
    Malaysia   Mongolia
    Myanmar   New Zealand
    Philippines   Republic of Korea
    Singapore   Thailand
    Viet Nam

Tuesday 27 May 1997
    〈Demonstration of language handling on PCs〉

09:30   Demonstration
12:30   Lunch
13:30   Exhibition

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[Participation Fee]

A participation fee of S$50.00, including presentation materials, coffee breaks and luncheons, will be chargeable to all local participants. Kindly make cheques payable to National Computer Board Singapore.

[Registration]

Please return this card by mail or fax before 12 May 1997

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GII for Equal Language Opportunity

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(Please print or write in block letter)   Name of participant   Title/Position

Dr/Mr/Ms

Organization/Company:

Address:

Telephone No.:   Fax No.:

PROGRAMME
Basis of TQM Promotion

Date : August 5, 1997
Session I- for CEOs and Top Management

09:00 - 09:30	Registration
09:30 - 09:50	Opening ceremony - Welcome Speech by DTI Representative - Address by UNIDO - Address by AIST, MITI Representative
09:50 - 10:10	Coffee/Tea break
10:10 - 11:20	What is TQM? Mr. Ichiro MIYAUCHI TQM Consultant
11:20 - 12:20	The role of top management in implementing TQM Mr. Ichiro MIYAUCHI TQM Consultant
12:20 - 13:40	Luncheon
13:40 - 14:50	Important points in implementing TQM Mr. Ichiro MIYAUCHI TQM Consultant
14:50 - 15:20	Coffee/Tea break
15:20 - 16:00	Presentation by model company (1) (Tiongson Ind.)
16:00 - 16:40	Presentation by model company (2) (First GEM Philippine)

Date : August 6, 1997
Session II- for Top and Middle Management

09:00 - 10:20	Policy management and daily management Mr. Ichiro MIYAUCHI TQM Consultant
10:20 - 10:40	Coffee/Tea break
10:40 - 12:00	Education and training required for introducing TQM Mr. Shinya Tsutsumi TQM Consultant
12:20 - 13:20	Luncheon
13:20 - 14:40	Importance of in-house standardizing in TQM activities Mr. Shinya TSUTSUMI TQM Consultant
14:40 - 15:00	Coffee/Tea break
15:00 - 16:20	ISO 9000 and TQM Mr. Kazunobu SHIMADA TQM Consultant
16:20 - 16:50	Open Forum
16:50 - 17:00	Closing Address JSA Representative

SEMINAR ON

TOTAL QUALITY MANAGEMENT
FOR
THE TOP & MIDDLE MANAGEMENT

UNIDO

Sponsored by
United Nations Industrial Development Organization (UNIDO)
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Hosted by
Bureau of Product Standards (BPS) Philippines

Organized by
Japanese Standards Association (JSA)

05 - 06 August, 1997
Galaxiad Room, The Manila Diamond Hotel
Roxas Boulevard Corner
Dr. J. Quintos Street, Manila

SEMINAR ON TOTAL QUALITY MANAGEMENT FOR THE TOP & MIDDLE MANAGEMENT

Please return this card before 30 July 1997 to BPS.

REGISTRATION CARD

(Please print or write in block letter)

Name: _____

Title/Position: _____

Organization/Company: _____

Address: _____

Telephone/Fax: _____

For enquiries, please contact Menchie B. Magno
Tel: (632)890-5130, -5129, -4852   Fax: (632)890-4926
E-mail dtibpsrp @ mnl. sequel.net

Seminar fee: ₱1,500.00 (₱750.00 for one day only) par participant
Checks should be made payable to Department of Trade and Industry
(Fee covers handouts, luncheon and snacks)

Appendix 2

Introduction

As economies become increasingly borderless and firms become more internationalized, companies will be expected to take a global perspective to supply products and services that meet the needs of a variety of customers. They will need to produce goods that are competitive in price and quality in international as well as domestic markets.

Total Quality Management (TQM), actively implemented, is an effective method for economically and effectively producing the quality goods that satisfy customers' needs. The effective implementation of TQM activities is one of the main reasons that Japanese firms are able to produce the goods that are so competitive in international markets.

Companies benefit from implementing TQM activities, which include primarily quality improvement activities, but also activities for laying the groundwork and effective organization for production needed for raising quality. Not only manufacturers but by all types of businesses such as service providers as well have started introducing TQM activities into their works. A firm cannot be successful in its TQM activities, however, unless middle managers take the lead and promote it based on a proper understanding of TQM and clear policy of the top management.

This UNIDO Seminar is for top and middle managers, including CEOs, and will cover basic concepts of TQM, the role of the top and middle management in introduction and implementation, and how it relates to the ISO 9000 series. Examples of how TQM has been implemented in actual companies will be included. In addition, experts active in the introduction and promotion of TQM at Japanese and overseas companies.

Objectives

On the first day, speakers will introduce an overview and objectives of TQM activities that CEO's will primarily be engaged in, the role and importance of CEOs in implementation, and current TQM activities being taken up in Philippine companies so that participants can gain a deeper understanding of the objectives, basic concepts, and concrete promotion methods for introducing TQM activities at companies.

Topics covered on the second day, for managers and middle managers, include policy and daily management that form the basis of TQM activities, specific activities for introduction and promotion, and the relationship between ISO 9000 and TQM.

The following subjects will be covered at the Seminar.

- What is TQM?
- The role of top management in implementing TQM.
- Important points in implementing TQM.
- Presentations by model companies
- Policy management and daily management.
- Education and training required for introducing TQM.
- Importance of in-house standardizing in TQM activities.
- ISO 9000 and TQM.

Lecturers

Mr. Ichiro Miyauchi, Mr. Shinya Tsutsumi and Mr. Kazunobu Shimada are TQM consultants who are active in the introduction and promotion of TQM at Japanese and overseas companies.

PROGRAMME
TQM implementation for SME

Date : January 19, 1998

08:30 - 09:15	Registration
09:15 - 09:30	Opening ceremony – Welcome Speech by STAMEQ Representative – Address by UNIDO

09:30 - 10:30	What is TQM?
	    Mr. Ichiro MIYAUCHI
	    JUSE TQM Consultant

10:30 - 10:50	Coffee/Tea break

10:50 - 12:30	Important points in implementing TQM
	    Mr. Ichiro MIYAUCHI
	    JUSE TQM Consultant

12:30 - 14:00	Luncheon

14:00 - 16:30	Policy management and daily management
	    Mr. Ichiro MIYAUCHI
	    JUSE TQM Consultant
	    (15:00 to 15:20 Coffee/Tea break)

Date : January 20, 1998

09:00 - 09:40	The TQM Handbook: its development and use (Its background and development in the TQM Project) Mr. Eizo ASAKA, Consultant, JSA

09:40 - 10:30	How to use the TQM Handbook
	(1) Standardization
	        Mr. Eizo ASAKA
	        Consultant, JSA

10:30 - 10:50	Coffee/Tea break

10:50 - 12:00	How to use the TQM Handbook
	(2) Managers
	        Mr. Masato SUUCHI
	        TQM Expert

12:00 - 13:30	Luncheon

13:30 - 16:00	How to use the TQM Handbook
	(3) Policy management
	(4) Process control
	        Mr. Masato SUUCHI
	        TQM Expert
	    (14:30 to 14:50 Coffee/Tea break)

16:00 - 16:30	Question and answer
16:30 - 16:40	Closing Address JSA Representative