

Pocket Guide

Global Challenges for
European Competitiveness

EFQM

forum 2006
BUDAPEST

6–8 November 2006

Palace of Arts, Budapest, Hungary

Innovation

Creativity

Knowledge

Talent

Activity

Intensity

Agility



Rubik's Cube - innovative and creative invention (1974) by the Hungarian sculptor and professor of architecture Ernő Rubik – is an example of a world-class European product.

Welcome

Dear Participants,

On behalf of the Organiser Team, I would like to welcome you to the EFQM FORUM 2006 in Budapest.

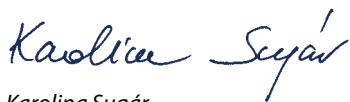
This year's program features more than 20 presentations and panel discussions. You will hear first-hand from experts as they share their views, and present ideas and solutions to the global challenges we face. You will also gain insight into what the rest of the world think of our chances. You will hear Finalist, Prize and Award Winner companies who will share the experiences behind their success.

It is the aim of the organisers that all participants should be encouraged to actively and dynamically discuss topics throughout the conference. We are striving for an informal atmosphere where participants are free to introduce and explore new ideas.

I would like to take the opportunity to encourage you to visit the exhibition, which will serve as a central meeting point for the participants within the conference, and an excellent opportunity to meet with and compare the best practice of the exhibiting organisations.

We have created this guide to help you make the best use of your time at the conference and to answer any questions you might have. Well, it remains for me to wish you a successful conference. Keep relations alive and make new friends. We did our best to make it possible.

Thank you for joining the EFQM Forum.



Karolina Sugár

President

Hungarian Association for Excellence

EFQM National Partner Organisation

Forum Programme



6–8 November 2006

Palace of Arts

Budapest, Hungary

Monday, 6 NOVEMBER 2006

10.00–16.00 **Company Visit** – Herend Porcelain Manufactory Ltd.



13.30–16.00 **Company Visit** – MOL Hungarian Oil & Gas Company Plc.



18.00–20.00 **Welcome Reception – The Hungarian House of Parliament**



Tuesday, 7 NOVEMBER 2006

9.00	The Opening of the 2006 EFQM Forum András Sugár , Chairman of the EFQM Forum 2006 Steering Committee János Kóka , Minister of Economy and Transport Don't be surprised – be the surprise! Prof. Dr. Jonas Ridderstråle , International Business Author & Lecturer <i>Coffee Break</i>	Palace of Arts - Concert Hall
10.30	Panel Debate: The EFQM Pact – Leading the Way Chris Lebeer , Chief Executive Officer, EFQM, Theo van Deursen , Member of the Board of Management, Royal Philips Electronics, Marc Duhem , Regional Manager Europe, Solvay Group, Spyros Dessyllas , National Chairman, Unilever Greece, Günter Klamer , Senior Vice President, Powertrain and Chassis System, BMW, Lars Aagaard , Managing Director, Grundfos	
11.00	Invitation to the Parallel Sessions <i>Lunch</i>	
12.15		Session Rooms (see below)
12.30		
14.00	Parallel Sessions <i>Coffee Break</i>	Palace of Arts - Concert Hall
15.30	Finalist Ceremony Transfer back to the hotels	
16.00		
16.45	Transfer from the hotels to the Hungarian Railway Museum	
18.30		
19.30	Gala Dinner & EFQM Excellence Award Ceremony & Hungarian Quality Award Ceremony Ferenc Gyurcsány , Prime Minister of Hungary, José Ignacio Wert , President of EFQM	Hungarian Railway Museum

Parallel Sessions - Tuesday, 7 November, 14.00-15.30

Innovation – Innovative Strategy	Creativity – Talent	Knowledge – Learning	Marketplace – Best Practices
<p><i>Festival Theatre</i></p> <p>Chairperson: Hervé Legenvre Head of Major Accounts, EFQM</p>	<p><i>Blue Hall</i></p> <p>Chairperson: László Faragó Head of OHR Nokia, Hungary</p>	<p><i>Auditorium</i></p> <p>Chairperson: Miklós Galli President and CEO, Dunapack Ltd., Hungary</p>	<p><i>Bohém Restaurant</i></p> <p>Master of Ceremonies: Dr. Gábor Borbély, Consulting Director, Ad Sidera Group, Hungary</p>
<p>Innovation or innovation promotion?</p> <p>Gábor Bojár President and Founder, Graphisoft SE European Company Limited by Shares, Hungary</p>	<p>People talent – the heart of the business</p> <p>Américo Fernandes Managing Director, DHL Portugal</p>	<p>Knowledge for Change</p> <p>Prof. Danica Purg Ph.D., Dean and Director, IEDC – Bled School of Management, Slovenia</p>	<p>Rational to Rounded Leadership</p> <p>Jeremy Masding Chief Executive Officer, FIRSTPLUS Financial Group PLC., UK</p>
<p>Innovative culture and long term strategy</p> <p>Dr. László Ábrahám General Manager, National Instruments Europe Ltd., Hungary</p> <p>Questions and answers</p>	<p>The healthy and joyful organisation for creativity and innovation</p> <p>Dr. Imre Lövey Author of the book ‘The joyful organization’, Hungary</p> <p>Questions and answers</p>	<p>Learning from practices, practice of learning</p> <p>Miklós Sáfár Quality Manager, General Motors Powertrain – Hungary Ltd.</p> <p>Questions and answers</p>	<p>Best Practice Activities at Alcoa</p> <p>Zsolt Bottka Best Practice Manager, Alcoa-Köfém Ltd. Hungary, Alcoa-Wheel Products Europe</p> <p>Integrating EEA feedback into Business Planning</p> <p>Dr. Andreas Wendt Director BMW Plant Steyr, Germany</p> <p>Leadership in Postal Services</p> <p>Anders Jeppesen Head of TQM and Strategy, Post Danmark A/S</p>

Wednesday, 8 NOVEMBER 2006

8.45	Opening & Warm-Up	Palace of Arts - Concert Hall
9.00	Global Competitiveness – what must Europe do to succeed?	
9.45	Prof. Stephane Garelli , Professor at IMD, Professor at the University of Lausanne Breakthrough Management for European Competitiveness – An Outsider's View Prof. Shoji Shiba , Professor Emeritus, University of Tsukuba, Japan; Advisory Professor, Shanghai Jiao Tong University, China	
10.15	<i>Coffee Break</i>	
10.45	Parallel Sessions	Session Rooms (<i>see below</i>)
12.15	<i>Lunch</i>	
13.45	Panel Debate: What does the Rest of the World think of our Chances? Stephen Curtis , Director EMEA CPE, Microsoft Dr. Jamshed J. Irani , Director, Tata Sons Ltd., India Carlos Eduardo Trindade , Information Technology and Innovation Superintendent, Innovation and New Technologies, Serasa S/A., Brazil	Palace of Arts - Concert Hall
14.45	Closing Artistic Performance: Live Sand Animation - Dániel Cakó	
15.15	Closing Ceremony	

Parallel Sessions - Wednesday, 8 November, 10.45-12.15

Intensity – Agility <i>Auditorium</i>	Customer Focus – Public Sector <i>Blue Hall</i>	Build The Future – Keep The Values <i>Festival Theatre</i>	Marketplace – Best Practices <i>Bohém Restaurant</i>
<p>Chairperson: András Sugár Chairman of EFQM Forum 2006, Hungary</p>	<p>Chairperson: Lydia Nagel Senior Manager, Major Accounts, EFQM</p>	<p>Chairperson: József Simola Corporate Centre Director, MOL Plc., Hungary</p>	<p>Master of Ceremonies: Dr. Gábor Borbély Consulting Director, Ad Sidera Group, Hungary</p>
<p>New ways of thinking rooted in traditional values István Fodor Chairman of Ericsson Hungary and Member of the European Research Advisory Board (EURAB), Hungary</p> <p>Involving, sharing, technology & efficiency in perfect harmony Fernando Bordin General Manager, Fonderie del Montello – ZEN Group, Italy</p> <p>Questions and answers</p>	<p>The smiling face of the public sector Ahmet Hamdi Doğan Secretary General, Kocaeli Chamber of Industry, Turkey</p> <p>Partnership with customers at Zumarraga’s Hospital Alberto Colina Chief Executive, Hospital de Zumarraga, Spain</p> <p>Questions and answers</p>	<p>Building ‘the best car in the world’ – the manufacturing challenge Dr. Stefan Kasperowski General Manager Total Vehicle & Quality Management Rolls-Royce Motor Cars, UK</p> <p>Diversity: a strategic weapon Paul Evmorfidis General Manager, Coco-Mat, Greece</p> <p>Questions and answers</p>	<p>EFQM Excellence Award Finalists: Learning by doing – Winning by involving Jacob Nielsen Director, Grundfos A/S, Denmark</p> <p>“Fit for the Future” Markus Wohler Senior General Manager PR, Communications and Social Affairs, TNT Express, Germany</p> <p>Our Excellence Journey Marie Lindsay Headmistress, St. Mary’s College, UK</p> <p>Incorporating Employee Motivation into Company Culture József Antal Managing Director, E.ON Hungary</p>

Gala Dinner and Award Ceremony

Join us in the **Hungarian Railway Museum** as we celebrate the winners of the EFQM Excellence Award and the Hungarian Quality Award.

Programme

19.15	Welcome reception
20.00	Opening announcement Dinner served Hungarian Quality Award Ceremony EFQM Excellence Award Ceremony
23.15	Closing speech

For your pleasure, we are also pleased to present entertainment during the evening.

Guests are requested to switch off mobile phones during the dinner and the award ceremonies.

Dress Code of the event is business formal.

Venue

Hungarian Railway Museum (*Vasúttörténeti Park*)
Address: 1142 Budapest, Tatai út 95.

Please note that the Museum is a non-smoking environment. Smoking is permitted in outside areas.

Shuttle buses will be available from the hotels to the Museum and late evening from the Museum to the hotels. Pickup places and exact departure times are available in the Transportation Guide.



General Information

Admission

The EFQM Forum 2006 sessions and exhibition are open only to officially registered delegates.

Registration and Information Desk

The Registration and Information Desk in the Palace of Arts will be open as follows:

Monday, 6 November, 2006 8.00–18.00

Tuesday, 7 November, 2006 8.00–18.00

Wednesday, 8 November, 2006 8.00–12.00

If you need information or help please call: +36 20 944 99 57

Badges

Name badges are used as passes. You are kindly requested to wear your name badge during all conference events.

Conference Language

The official conference language is English. All sessions will be interpreted from English to Hungarian.

Shuttle and Public Transport

Shuttle buses will be available in the mornings and in the evenings. Pickup places and exact departure times can be found in the Transportation Guide. Budapest has a good public transportation system including metro, tram, trolley bus and bus services. More information for public transportation is available at the Registration and Information Desk.

Taxi

Recommended taxi companies: City Taxi: +36 1 2 111 111

Fő Taxi: +36 1 2 222 222

To get to the Airport please ask for 'Airport transfer of fix prices'.

Official taxi service will be available at every official Forum venue.

Access to Internet

In the Blue Hall will be an area with PC's as well as separate Internet connections for Laptops.

Lost and Found

For lost and found objects please contact the Registration and Information Desk.

Mobile Phones

As a courtesy to speakers and other delegates, we request that all mobile phones or pagers be turned off before entering conference sessions.

First aid

If you need first aid, please contact the Information Desk at the conference site.

Useful emergency phone numbers

General: 112 Police: 107 Fire: 105 Ambulance: 104

Smoking

Smoking is allowed in Palace of Arts only in designated areas.

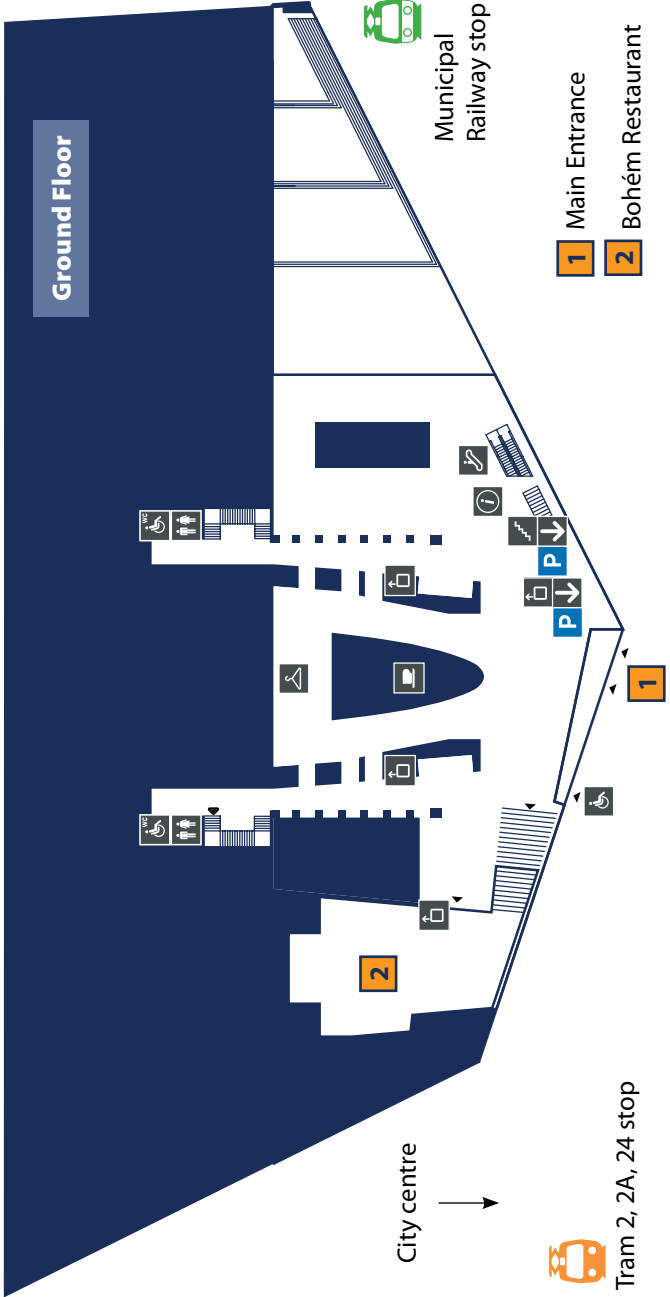
Lágymányosi Bridge



Bus 103 stop



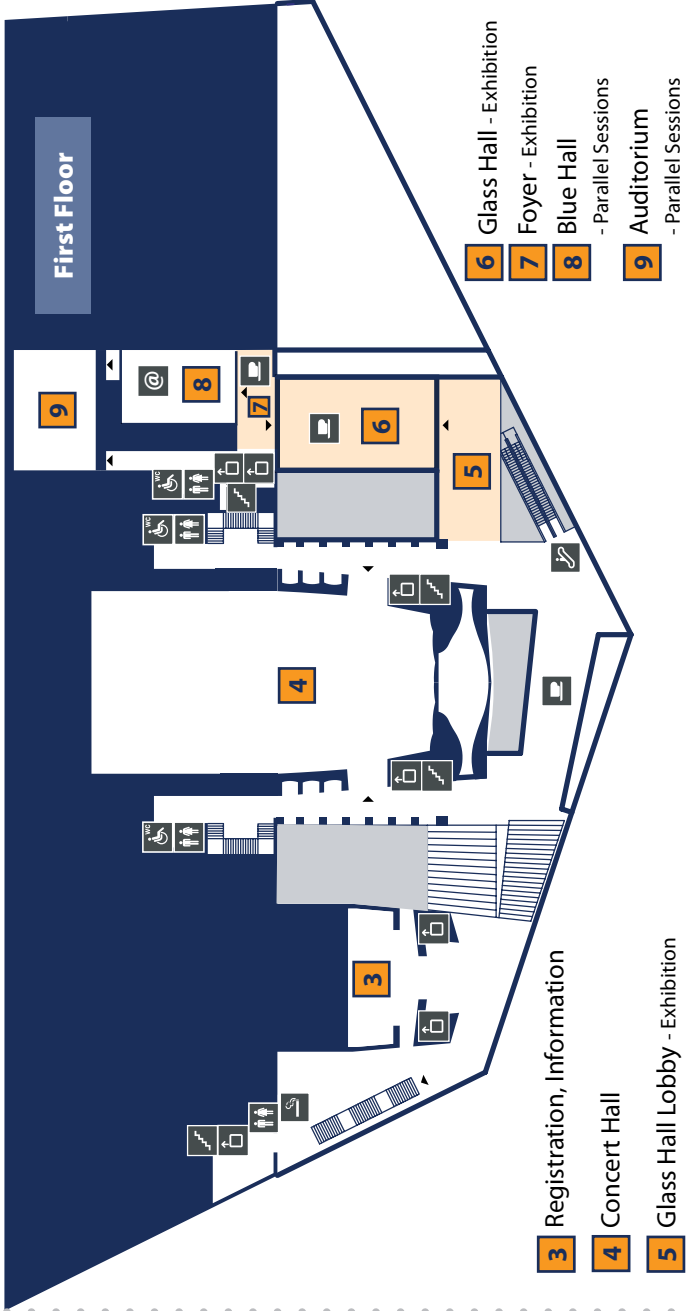
Tram 1 stop



Conference Venue - Palace of Arts

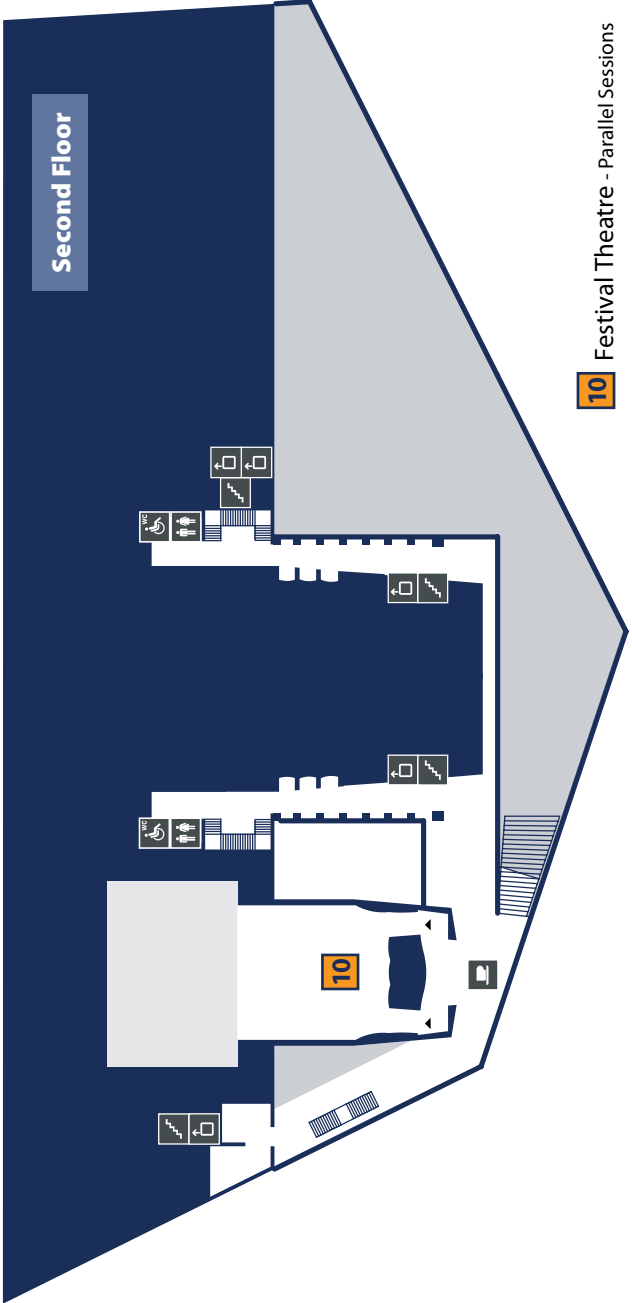
1095 Komor Marcell u. 1.

Lágymányosi Bridge



Lágymányosi Bridge

Second Floor



10 Festival Theatre - Parallel Sessions

**Hungarian Association for Excellence
EFQM National Partner Organisation**

Address: H-1063 Budapest, Munkácsy utca 16., Hungary

Phone: +36 1 332 0362

Fax: +36 1 331 9311

E-mail: info@kivalosag.hu

EFQM

Avenue des Pléiades, 11

1200 Brussels, Belgium

Tel: +32 2 775 35 11

Fax: +32 2 775 35 96

E-mail: info@efqm.org

Website: www.efqmforum.org

