



**3RD BUSINESS EXCELLENCE  
GLOBAL CONFERENCE  
& 17TH ASIA PACIFIC  
QUALITY CONFERENCE**

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17-20 OCTOBER 2011

MARINA BAY SANDS, SINGAPORE



***Productivity - Enabling  
Business Excellence***

Organised by:

In collaboration with:





**3RD BUSINESS EXCELLENCE  
GLOBAL CONFERENCE  
& 17TH ASIA PACIFIC  
QUALITY CONFERENCE**

17-20 OCTOBER 2011  
MARINA BAY SANDS, SINGAPORE

***Productivity - Enabling Business Excellence***

Dear Participants,

Greetings from 'YourSingapore'!

In today's volatile and uncertain business environment, it is crucial for organisations to continue to reposition themselves for growth. They should innovate by developing new products and services, and be open to embrace new business models. They should be prepared to venture into new markets and continue to build new capabilities. It is also imperative in this age of phenomenal change for organisations to continually equip their management with business excellence knowledge and skills so as to adopt productivity improvement as an integral part of their business operations.

As productivity is critical to business sustainability, organisations across the world are embracing the management principles of business excellence to be more effective, competitive and resilient. These principles reflect the beliefs and behaviours found in high-performing organisations. They serve as the foundation for the business excellence models adopted by many countries. These models provide organisations with a holistic framework to help them align resources, improve communication, productivity and effectiveness, and achieve strategic goals to ensure business sustainability.

We are bringing together some of the best organisations with embedded principles for business excellence, and experts from the Asia Pacific, Europe and the United States from 17th - 20th October 2011, to share their insights and best practices at the 3rd Business Excellence Global Conference and 17th Asia Pacific Quality Conference. We invite you to learn from and network with industry captains, senior leaders, quality gurus, key managers and subject experts at these conferences. It is a valuable learning opportunity not to be missed!

We look forward to meeting you at the Conference!



**Dr Ahmad Magad**  
President  
Singapore Productivity Association



SINGAPORE  
PRODUCTIVITY  
ASSOCIATION



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***Productivity - Enabling Business Excellence***

Dear Participants,

It is with great pleasure that I invite you to the 3rd Business Excellence Global Conference and 17th Asia Pacific Quality Conference. As Singapore is well regarded for excellence, this would be a golden opportunity to increase your knowledge, update your skills tool box and top up your professional bank balance. You do not need to travel the world in search of good conferences nor to meet excellent world class speakers and experts; these have been arranged for you under one roof, by the Conference Organising Committee comprising members and staff from Singapore Productivity Association, and SPRING Singapore. I am sure the conference would meet your learning needs and objectives well.

This is not a conference where attendees come, listen and go home. This is a conference where you will have the opportunity to meet the world renowned best in class speakers, exchange views, expand your global network of professional friendship and develop synergy to address challenges ahead.

Beside the excellent program, you will be thrilled by Singapore's rich cosmopolitan culture comprising a fascinating mix of people from diverse cultures; shop till you drop in this shopping haven, be entertained by the vibrant performances in the theatres and be tantalised by the exotic range of food in this tropical island! Just south of Singapore are a number of small islands that offer tranquil beaches, warm waters and villages that haven't changed over the past century. This offers a great daytrip with your family and friends. Singapore's well-known and unique hospitality and friendship await you.

I am looking forward to share this once in a lifetime experience with you in Singapore and the conference!



**Acn. Shan Ruprai JM**  
President  
Asia Pacific Quality Organization





## **ABOUT THE CONFERENCE**

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The conference will be held from 17th to 20th October 2011 at the Marina Bay Sands and brings together leaders from premier business excellence initiatives, BE award winners from around the globe and subject matter experts in business excellence and quality who will share best practices and insights in managing organisations for success in today's globalised environment. This will provide participants with a unique opportunity to gain a global perspective on best practices in Business Excellence.

## **PROGRAMME OVERVIEW**

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### ***Plenary Session 1 ~ Productivity & Innovation: Key Enablers for Organisational Sustainability***

In the highly competitive and dynamic operating environment of today's knowledge-based economy, Productivity and Innovation play important complementary roles achieving better quality of life, higher standard of living as well as for enhancing the economic growth and competitiveness of an organisation or a country.

The powerful positive attitude of mind in "Doing things better today than yesterday, and tomorrow better than today", reinforced through greater application of innovation, technology and knowledge management enables organisations to delight their customers and stakeholders with positive outcomes and experiences.

This segment provides insights into the best practices in productivity and innovation.

### ***Plenary Session 2 ~ Driving Business Excellence in Organisations***

In the 21st century, companies have to excel in their business practices in order to compete in global markets. To achieve world-class performance in managing business, organisations would have to compare their business excellence performance with the best-in-class performing companies and then eventually determining the best practices and their effective implementation framework.

This segment will provide participants with a unique opportunity for a global perspective on best practices in Business Excellence. Distinguished leaders from premier business excellence initiatives and award winners from around the globe will be sharing their perspectives and insights on how organisations may grow in a challenging environment.



### ***Plenary Session 3 - Strategies and Approaches for Superior Customer Experience***

It has been said that if we don't take care of our customers, someone else will. In today's well connected world that offers infinite choices, ensuring customer satisfaction may not be enough to guarantee success for businesses. Join us at the conference to learn strategies and approaches to provide superior customer experiences in a productive way!

### ***Best Practices ~ Concurrent Sessions***

The Best Practices concurrent sessions will feature leaders and practitioners from excellent organisations around the world. These leaders and practitioners will provide in-depth sharing of the systems that enable productivity and innovation, with topics ranging from leadership & culture, to people, and providing a unique customer experience.

Participants will learn what these excellent organisations have achieved; the challenges faced; and how these challenges are overcome. Also, they will be able to network and share experiences with other participants sharing similar interests and focus.

### ***Learning Journey***

The Business Excellence (BE) Learning Journey offers delegates the opportunity to visit and understand the works of some of Singapore's best organisations. These organisations have been recognised as world-class institutions and have won prestigious awards such as the Singapore Quality Award and other BE awards. During the Learning Journey, delegates would be able to interact, network and to share and learn best practices with these organisations.

## **WHO SHOULD ATTEND?**

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CEOs, COOs, senior leaders, directors, department heads, heads operating units, senior managers, professionals, executives, business /organisational excellence leaders/practitioners, from all businesses, industries and sectors.



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& 17TH ASIA PACIFIC  
QUALITY CONFERENCE**

17-20 OCTOBER 2011  
MARINA BAY SANDS, SINGAPORE

*Productivity - Enabling Business Excellence*

## CONFERENCE PANELISTS



**Mr. Tan Pheng Hock**  
President and CEO  
Singapore Technologies Engineering Ltd  
Singapore



**Sr. Mary Jean Ryan, FSM**  
Chair and Chief Executive Officer  
SSM Health Care  
USA



**Aca. Shan Ruprai JM**  
President  
Asia Pacific Quality Organization



**Dr. Miflora M. Gatchalian**  
CEO  
Quality Partners Co. Ltd.  
Philippines



**Dr. H. James Harrington**  
CEO  
Harrington Institute  
USA



**Mr. Gildas Sorin**  
CEO  
Novaled AG  
Germany



**Dr. Andy Zhu**  
Group Vice President of Quality  
Goodbaby International Holdings Limited  
People's Republic of China



**Mr. Jose Francisco Gonzales Prado, Eng**  
General Director  
Mexican Institute for Quality Control  
(IMECCA)  
Mexico



**Dr. Kenny Yap Kim Lee**  
Executive Chairman and Managing  
Director  
Qian Hu Corporation Limited  
Singapore



**Dr. Charles Aubrey**  
Vice President  
Quality & Performance Excellence  
Anderson Pharmaceutical Packaging, USA  
Chairman  
Asia Pacific Quality Organization



**Mr. Cristián Labbé Galilea**  
Mayor  
City of Providencia, Santiago  
Chile



**Mr. Ang Hak Seng**  
CEO  
Singapore Health Promotion Board



**Mr. Harry A Xydas MSc, FAICD**  
Chairman  
Doric Group Holdings  
Australia



**Mr. Jayaram Sridharan**  
President  
CWCM  
Aditya Birla Group  
India



**Madam Tang Xiaofen**  
President, Shanghai Association for  
Quality and  
President, Shanghai Academy of Quality  
Management  
People's Republic of China

## CONFERENCE MODERATORS



**Dr. Charles Aubrey**  
Vice President  
Quality & Performance Excellence  
Anderson Pharmaceutical Packaging, USA  
Chairman  
Asia Pacific Quality Organization



**Mr. Seah Choon Siang**  
Vice-President  
Customer Experience & Quality Management  
Citibank Singapore Limited  
Global Consumer Group  
Singapore



**Mr. Ang Hak Seng**  
CEO  
Singapore Health Promotion Board  
Singapore



**Mr. Freddy Soon Hock Choong, PPA (P)**  
Advisor, CEO Office  
Hyflux Ltd  
Singapore  
Chairman  
SQA Management Committee

## CONFERENCE SPEAKERS



**Dr. Robin Mann**  
Director  
Centre for Organisational Excellence  
Research  
Massey University  
New Zealand



**Mr. Charcrie Buranakanonda**  
EVP, Natural Gas Transmission  
PTT - Public Company Limited  
Thailand



**Mr. Jesús Gilberto Concepcion G**  
Emeritus Professor  
Universidad Nacional Pedro Henriquez  
Ureña  
Dominican Republic



**Mr. Jorge Román Ph.D(c)**  
Director  
Business Excellence Chile Ltda  
Chile



**Sr. Mary Jean Ryan, FSM**  
Chair and Chief Executive Officer  
SSM Health Care  
USA



**Ms. Laura Huston**  
Business Excellence Team Lead  
Business Excellence  
Cargill Europe bvba  
Belgium



**Dr. Han Meng Siew**  
Managing Director  
Ensure Engineering Pte Ltd  
Singapore



**Mrs. Warna Fernando**  
AGM - QA & RD  
Maliban Biscuit Manufactories (Private)  
Limited  
Sri Lanka



**Mr. Jayaram Sridharan**  
President  
CWCM  
Aditya Birla Group  
India



**Dr. Jose C. Gatchalian**  
Professor (retired) and former Dean  
University of the Philippines' School of  
Labour and Industrial Relations  
Philippines



**Mr. Harry A Xydas MSc, FAICD**  
Chairman  
Doric Group Holdings  
Australia



**Mr. Foo Sek Min**  
Executive Vice President  
Airport Management  
Changi Airport Group  
Singapore



**Mr. Gildas Sorin**  
CEO  
Novaled AG  
Germany





# CONFERENCE PROGRAMME

**19 October 2011**

## 3RD BUSINESS EXCELLENCE GLOBAL CONFERENCE & 17TH ASIA PACIFIC QUALITY CONFERENCE Morning Session (19 October 2011)

08:00 – 08:45	Networking and Light Breakfast
08:45 – 10:15	<p><b>Plenary Session 2 - "Driving Business Excellence in Organisations"</b></p> <p><b>Moderator</b> <i>Mr. Ang Hak Seng, CEO, Health Promotion Board, Singapore</i></p> <p><b>Panelist</b> - <i>Dr. Kenny Yap - Executive Chairman &amp; Managing Director, Qian Hu Corporation Limited, Singapore</i> - <i>Mr. Cristian Labbe Galilea, Mayor, City of Providencia, Santiago, Chile</i> - <i>Mr. Harry A Xydias MSc, FAICD, Chairman, Doric Group Holdings, Australia</i> - <i>Madam Tang Xiaofen, President of Shanghai Association for Quality, President of Shanghai Academy of Quality Management, China</i></p>
10:15 – 11:45	<p><b>Plenary Session 3 - "Strategies and Approaches for Superior Customer Experience"</b></p> <p><b>Moderator</b> <i>Mr. Seah Choon Siang, Vice-President, Customer Experience &amp; Quality Management, Citibank Singapore Limited, Global Consumer Group, Singapore</i></p> <p><b>Panelist</b> - <i>Sr. Mary Jean Ryan, Chair/CEO, SSM Health Care, USA</i> - <i>Dr. Miflora M. Gatchalian, CEO, Quality Partners Company Ltd, Philippines</i> - <i>Mr. Gildas Sorin, CEO, Novaled AG, Germany</i> - <i>Mr. Jose Francisco Gonzales Prado. Eng, General Director, Mexican Institute for Quality Control (IMECCA), Mexico</i></p>
11:45 – 13:00	Lunch

## Afternoon Session (19 October 2011)

Best Practices - Concurrent Session		
	Session C	Session D
13:00 – 14:00	<p><b>Presentation C1</b> <b>Building Business Excellence Capability in a Global Organisation</b> <i>Ms. Laura Huston, Business Excellence Team Lead, Cargill Europe bvba, Belgium</i></p>	<p><b>Presentation D1</b> <b>Malibans' Path Way to Excellence</b> <i>Mrs. Warna Fernando, AGM Maliban Biscuit Manufactories Pvt Ltd, Sri Lanka</i></p>
14:00 – 15:00	<p><b>Presentation C2</b> <b>Achieving Excellence through Leadership and Process Quality - PTT Public Company's TQA Journey Experience</b> <i>Mr. Charrie Buranakanonda, EVP, Natural Gas Transmission PTT Public Company, Thailand</i></p>	<p><b>Presentation D2</b> <b>Transforming the Changi Experience - The Next Leap</b> <i>Mr. Foo Sek Min, Executive Vice President, Airport Management, Changi Airport Group, Singapore</i></p>
15:00 – 15:45	Refreshments	
15:45 – 16:00	<b>APQO Flag Handover - 17th Asia Pacific Quality Conference - Host 2011 (Singapore) to 18th APQO International Conference Host 2012</b>	
16:00 – 17:00	<p><b>Closing Plenary</b> <b>"Key Learnings and Takeaways from the Conference: Challenges and Opportunities"</b></p> <p><b>Moderator</b> <i>Mr. Freddy Soon, Advisor, CEO Office, Hyflux Ltd, Singapore and Chairman, SQA Management Committee</i></p> <p><b>Panelist</b> - <i>Dr. Charles Aubrey, Chairman, Asia Pacific Quality Organization</i> - <i>Mr. Ang Hak Seng, CEO, Health Promotion Board, Singapore</i> - <i>Mr. Jayaram Sridharan, President, CWCM, Aditya Birla Group, India</i></p>	
17:00	<b>End of Conference</b>	
17:00 – 18:00	<b>Networking</b>	



# LEARNING JOURNEYS

## 20 October 2011

The Business Excellence Learning Journeys provides a unique opportunity for Conference participants to visit the winners of the Singapore Business Excellence Awards. These world-class organisations will share with you their best practices and insights in business excellence. These organisations will also bring participants on a special site-visit around their facilities to provide them a rare glimpse into the inner workings of Singapore's best organisations.

There are a total of Six (6) Learning Journeys to choose from. As a value-add to our delegates, ONLY registered participants of the conference can take part in the Learning Journey. The selection of Learning Journeys can be found in the registration page in the conference website. You may choose whether to sign up for the Learning Journeys when you register as a participant. Please register early as there are limited vacancies for each Learning Journey.

Below are the lists of the Six Learning Journeys:

### Learning Journey ~ 08:45 - 12:30

#### **LJ1: Building Great Customer Relationships**

##### **Hosted By: Conrad Centennial Singapore**

Conrad Centennial, a premier luxury hotel in Singapore, has met the requirements of the Business Excellence framework by adopting a structured process to design and introduce new products and services that provide greater value to its customers. The hotel has also put in place a comprehensive human resource strategy to support its business strategy. These efforts led to significant productivity gains. Over a three-year period, Conrad's average productivity exceeded the industry average by 30%. Conrad was the Singapore Quality Award and Service Excellence Award Winner in 2007. It was also the People Excellence Award winner in 2004.

#### **LJ2: Making a Great Impression on Customers" (M.A.G.I.C.) in HDB**

##### **Hosted By: Housing & Development Board**

The Housing & Development Board (HDB) is the public housing authority in Singapore. Over the last 5 decades, HDB has successfully built more than 1 million flats, housing more than 80% of Singaporeans with 95% of them owning their flat. It adopts sound estate management, housing policies and programmes to upkeep the physical and fiscal values of HDB flats. Constant renewal and rejuvenation programmes not only sustain high quality living standards but help to ensure vibrancy and foster cohesive communities. HDB homes have helped anchor Singaporeans and given them a stake in the country and a share in its future. HDB was the Singapore Quality Award winner in 1997 and the Singapore Quality Award with Special Commendation winner in 2007.

#### **LJ3: Global Strategic Partnerships**

##### **Hosted By: Hwa Chong Institution**

Hwa Chong Institution (HCI) is one of Singapore's premier Independent Schools, with a history of over 90 years. The school's mission is to nurture leaders for the nation. To date, the Institution has produced 50 President's Scholars (the country's most prestigious scholarship) - a record among junior colleges in Singapore. For achieving world-class standards of excellence in education, HCI was awarded the Singapore Quality Award in 2010. Hwa Chong is the first Independent School to set up a Beijing satellite campus and pioneer the FutureSchools@Singapore. HCI has also built a global partnership network in over 16 countries across four continents. HCI was the Singapore Quality Award Winner in 2010.



**20 October 2011**

**Learning Journey ~ 08:45 - 12:30**

**LJ4: PUB's Innovation Framework**

**Hosted By: PUB, Singapore's national water agency**

As the national water agency, PUB is responsible for the collection, production, distribution and reclamation of water in Singapore. From rainwater collection to used water treatment, the entire water loop is managed by PUB. PUB's Innovation framework is designed along three levels, Professional, Managerial and Operational – to encompass and to cater to officers from senior management to the support personnel on the ground. Appropriate mechanisms are developed for each level to drive innovation and create value for the organization. PUB was the Singapore Quality Award winner in 2009 and Innovation Excellence Award Winner in 2006.

**LJ5: People Excellence in an SME**

**Hosted By: Qian Hu Corporation Limited**

Qian Hu Corporation Limited is an integrated "one-stop" ornamental fish service provider, with services ranging from farming, importing, exporting and distribution of ornamental fish, to their specialty of breeding Asian Arowana or dragon fish. It ships over 400,000 fish each month from a variety of more than 500 species of ornamental fish. Qian Hu plays a key role in establishing Singapore as a major exporter of ornamental fish in the world, accounting about one-third of global output. It exports fish to more than 80 countries in the world. What sets Qian Hu apart is its unique "People First" culture which seeks to integrate everyone into the extended Qian Hu family and its emphasis on learning includes a Creating Value from Mistakes (CVM) initiative, which allows staff to share and learn from each other's mistakes. Qian Hu was the two-time Singapore Quality Award Winner in 2004 and 2009. It was also the People Excellence Award Winner in 2009.

**LJ6: Productivity & Continuous Improvements for Operational Excellence**

**Hosted By: Tru-Marine Pte Ltd**

Tru-Marine Pte Ltd, a Singapore SME, has progressed from a general ship repairer to a market leader in turbocharger repair solutions. The company has a strong customer-focused ethos which is evident from its good track record of highly satisfied customers and ability to retain large shipping companies as key customers. By using the Business Excellence Framework, this SME addressed the key challenges of maintaining its competitive edge, retaining its talents, optimising resources, and continuously innovating. For example, the framework enabled the company to align its productivity improvement initiatives such as Kaizen and Six Sigma with its business objectives, and integrate them with related initiatives. The company's value-added per employee, averaged over a three-year period, was double the industry average. Tru-Marine was the Singapore Quality Award Winner in 2009.



# CONFERENCE PROGRAMME

## 20 October 2011

### 17th APQC Post Conference Activities

08:45 - 12:30

Details to be provided closer to the conference dates



# REGISTRATION CATEGORIES

Registration Category	Conference Fee (Inclusive of 7% GST)
1. Early Bird (By 15th September 2011)	SGD \$880 per participant
2. Normal (From 16th September 2011 onwards)	SGD \$980 per participant
3. Members (SPA and APQO)	SGD \$880 per participant
4. Group Registration (For 6 and more participants)	SGD \$880 per participant for 6 & more
5. Special Package for Delegates (Single Occupancy) (Inclusive of *3 nights' accommodation, breakfast for 1, in-room internet & conference fee for 1)	SGD \$2020 per participant
6. Special Package for Delegates (Twin-sharing room) (Inclusive of *3 nights' accommodation, breakfast for 2, in-room internet & conference fee for 2)	SGD \$2980 per 2 participants
7. Special Package for Delegates & 1 Accompanying Person** (Inclusive of *3 nights' accommodation, breakfast for 2, in-room internet & conference fee for 1)	SGD \$2250 per participant & 1 accompanying person**
8. APQO Core Council Members/Presenters (Single Occupancy) (Inclusive of *3 nights' accommodation, breakfast for 1, & in-room internet)	SGD \$1195 per participant
9. APQO Core Council Members/Presenters (Twin-sharing room) (Inclusive of *3 nights' accommodation, breakfast for 2, & in-room internet)	SGD \$1310 per 2 participants
10. APQO Core Council Members/Presenters & 1 Accompanying Person** (Inclusive of *3 nights' accommodation, breakfast for 2, & in-room internet)	SGD \$1430 per participant & 1 accompanying person**
11. Accompanying Person (Fee payable covers Reception, Welcome Dinner & GPEA 2011 Awards on 17th Oct, 2 lunches and 4 refreshments / tea breaks on 18th and 19th Oct at Conference Site)	SGD \$380 per person

\* Check in date: 17th October 2011, check out date: 20th October 2011.

Extension of room nights 3 days before and after conference are available at a specially negotiated rate.

\*\* Accompanying person is entitled to attend the welcome dinner.

Accompanying persons who wish to attend the conference can contact the conference manager for special rates. Please contact Conference Manager / Organising Committee for details.

Organised By:



**SPRING**  
singapore  
Enabling Enterprise

In Collaboration With:





# REGISTRATION CATEGORIES

Registration Category	Conference Fee (Inclusive of 7% GST)
12. Global Performance Excellence Award (GPEA) 2011 Award Recipients	
• Welcome Dinner & Award Ceremony Only	SGD \$288 per person
• Welcome Dinner & Award Ceremony plus 1 night accommodation (Inclusive of breakfast for 1 & in-room internet)	SGD \$588 per person
• Welcome Dinner & Award Ceremony plus 2 night accommodation (Inclusive of breakfast for 1 & in-room internet)	SGD \$938 per person
• Welcome Dinner & Award Ceremony plus 3 night accommodation (Inclusive of breakfast for 1 & in-room internet)	SGD \$1288 per person
• Per Reserved Table for 10	SGD \$2288

\* Check in date: 17th October 2011.  
Extension of room nights 3 days before and after conference are available at a specially negotiated rate.

Organised By:



**SPRING**  
singapore  
Enabling Enterprise

In Collaboration With:



# REGISTRATION FORM

## Organisation Details

Name of Organisation:	
Address:	
Contact Person:	Designation:
Tel:	Email:
	Fax:

Salutation	Name of Participant / Preferred Name on Badge	Designation	Email Address	Meal Preference (please tick)		Learning Journey Selection * (please circle your choice)	RSVP for Welcome Dinner & Awards Ceremony
				International (Halal)	Vegetarian		
	/			<input type="checkbox"/>	<input type="checkbox"/>	LJ1 / LJ2 / LJ3 LJ4 / LJ5 / LJ6 / NA	Yes / No
	/			<input type="checkbox"/>	<input type="checkbox"/>	LJ1 / LJ2 / LJ3 LJ4 / LJ5 / LJ6 / NA	Yes / No
	/			<input type="checkbox"/>	<input type="checkbox"/>	LJ1 / LJ2 / LJ3 LJ4 / LJ5 / LJ6 / NA	Yes / No
	/			<input type="checkbox"/>	<input type="checkbox"/>	LJ1 / LJ2 / LJ3 LJ4 / LJ5 / LJ6 / NA	Yes / No
	/			<input type="checkbox"/>	<input type="checkbox"/>	LJ1 / LJ2 / LJ3 LJ4 / LJ5 / LJ6 / NA	Yes / No
	/			<input type="checkbox"/>	<input type="checkbox"/>	LJ1 / LJ2 / LJ3 LJ4 / LJ5 / LJ6 / NA	Yes / No

\* LJ1: Building Great Customer Relationships, Hosted by Conrad Centennial Singapore

LJ2: Making a Great Impression on Customers\* (M.A.G.I.C.) in HDB, Hosted by Housing & Development Board

LJ3: Global Strategic Partnerships, Hosted by Hwa Chong Institution

LJ4: PUB's Innovation Framework, Hosted by PUB, Singapore National Water Agency

LJ5: People Excellence in an SME, Hosted by Qian Hu Corporation Limited

LJ6: Productivity & Continuous Improvements for Operational Excellence, Hosted by Tru-Marine Pte Ltd

NA : I will not be attending the learning journey



# REGISTRATION FORM

**Please tick type of registration:**

- Early Bird Rate: SGD \$880 per participant** (by 15 September 2011) / **Normal Rate: SGD \$980** (from 16 September 2011 onwards)
- Members Rate: SGD \$880 per participant**  
(Members Rate applicable to members or staff of SPA, SPRING, APO, APQO)
- Group Registration: SGD \$880 per participant**  
(For 6 and more participants)
- Special Package (Single Occupancy): SGD \$2020 per participant**  
(Inclusive of Conference Fee for 1, 3 nights' stay in Marina Bay Sands, breakfast for 1 & in-room internet.)
- Special Package (Twin-sharing Room): SGD \$2980 per participant**  
(Inclusive of Conference Fee for 1, 3 nights' stay in Marina Bay Sands, breakfast for 1 & in-room internet.)
- Special Package for Delegates & 1 Accompanying Person (Twin-sharing Room): SGD \$2250 per participant**  
(Inclusive of Conference Fee & 3 nights' stay in Marina Bay Sands, breakfast for 2, in-room internet & welcome dinner for accompanying person.)
- APQO Core Council Members / Presenters: SGD \$1195 per participant**  
(Inclusive of 3 nights' stay in Marina Bay Sands, breakfast for 1 & in-room internet)
- APQO Core Council Members / Presenters (Twin-sharing Room): SGD \$1310 per participant**  
(Inclusive of 3 nights' stay in Marina Bay Sands, breakfast for 2 & in-room internet)
- APQO Core Council Members / Presenters & 1 Accompanying Person: SGD \$1430 per participant**  
(Inclusive of 3 nights' stay in Marina Bay Sands, breakfast for 2, in-room internet & welcome dinner for accompanying person.)
- Accompanying Person: \$SGD 380 per person**  
(Fee payable covers Reception, Welcome Dinner & GPEA 2011 Awards on 17th Oct, 2 lunches and 4 refreshments / tea breaks on 18th and 19th Oct at Conference Site)

**GPEA Award 2011 Recipients:**

- SGD \$288 per person**  
(Inclusive of Welcome Dinner & Award Ceremony Only)
- SGD \$588 per person**  
(Inclusive of Welcome Dinner & Award Ceremony plus 1 night stay in Marina Bay Sands, breakfast for 1 & in-room internet)
- SGD \$938 per person**  
(Inclusive of Welcome Dinner & Award Ceremony plus 2 night stay in Marina Bay Sands, breakfast for 1 & in-room internet)
- SGD \$1288 per person**  
(Inclusive of Welcome Dinner & Award Ceremony plus 3 night stay in Marina Bay Sands, breakfast for 1 & in-room internet)
- Per Reserved Table for 10: SGD \$2288**

Check-in date: 17th October 2011, check-out date: 20th October 2011.

Extension of room nights 3 days before and after conference dates and additional breakfast are available. Please contact conference manager for more details.



# REGISTRATION FORM

## Payment Details

### Payment Mode (Please tick the mode of payment)

Local Cheque    Local Bank Draft    GIRO    Telegraphic Transfer    Cash

Total Amount : \_\_\_\_\_ of participants x SGD \_\_\_\_\_ \*nett = SGD \_\_\_\_\_ nett

**Payment must be made prior to commencement.** Please do not send cash by post. Registration is accepted and confirmed only upon receipt of the registration form and payment. In the event that a withdrawal is made after registration, no refund will be granted.

### Local Cheque or Bank Draft Payment

All cheques and bank drafts should be crossed and made payable to **“Events People Inc Pte Ltd”**. **Invoice will only be issued upon request.** Please note that all cheques and bank drafts should be in SGD (Singapore dollars).

Please indicate that payment is for the **“3<sup>rd</sup> BEGC & 17<sup>th</sup> APQC”** at the back of the cheque or bank draft. The registration form, together with the payment, is to be sent to:

Conference Secretariat  
Events People Inc Pte Ltd  
7030 Ang Mo Kio Ave 5, #08-86, Northstar@AMK  
Singapore 569880

### GIRO & Telegraphic Transfer Payment

All GIRO & Telegraphic Transfer payment to be made to:

Bank: OCBC Bank Ltd

Bank Address : OCBC Bank  
65 Chulia Street  
#01-00  
Singapore 049513

SWIFT Code : OCBCSGSG

Account No. : 656-437-019-001

Bank Code : 7339

Branch No. : 656

GST Reg No. : 199707088M

For more information, please email to [manager@begcapqc.com](mailto:manager@begcapqc.com) or call +65 6570 6280

[www.begcapqc.com](http://www.begcapqc.com)