

## 10° Simposium Internacional de QFD Programa Definitivo

Hora	Jueves 18 de noviembre, 2004	
07:30	<b>REGISTRO</b>	
08:30	<b>INAUGURACIÓN</b>	
09:00	<b>KEYNOTE</b> <b>Dr. Yoji Akao</b> <b>Creador del QFD</b>	
10:15	<i>Receso</i>	
	<b>TRACK A</b>	<b>TRACK B</b>
10:25	Satisfying Emotional Needs of Mexican the Beer Consumers Market through Kansei Engineering Study Ricardo Hirata, Mitsuo Nagamachi, Shigekazu Ishihara MEXICO & JAPAN	Quality Function Deployment object-oriented (QFD oo): Method for the combination of Quality Function Deployment and object oriented modeling Georg Herzwurm, Sixten Schockert, Silvia Friebel GERMANY
11:10	<i>Receso</i>	
11:20	QFD in Management Information Systems Development S. Serdar Yörük, Sami Ercan, Emin Arca TURKEY	QFD uptake by SMEs: dealing with complexity in the House of Quality Dean Smith, Robert Hunt DENMARK & AUSTRALIA
12:05	<i>Receso</i>	
12:15	Measuring Problem Based Learning (PBL) as Strategy to develop thinking skills in Engineering Students using a QFD Matrix Darinka del Carmen Hernández, Noel León Rovira, Marissa Molina, Carlos Castillo, Edgar Jiménez y Dione Rivera MEXICO	Quality Function Deployment Scenario (QFDS) Maximiliano Kling, Maria Cleci Martins, Íria Margarida Garaffa BRASIL
13:00	<b>COMIDA</b>	
14:15	<b>CONFERENCIA MAGISTRAL</b> <b>Ing. Melquiades Rodríguez Muñoz</b> <b>Cervecería Cuauhtemoc Moctezuma</b>	
15:15	<i>Receso</i>	
15:25	Deploying critical success factors and leadership qualifications into process objectives with QFD means: An application case Ali Şen, Aysun Kapucugil TURKEY	Coordination of QFD and Competitive and Technological Intelligence Methodologies to formulate innovation strategies of products and services. Marisela Rodríguez Salvador, Noel León Rovira Ileri Heras Dueñas, Nicolás Martínez Trejo MEXICO
16:10	<i>Receso</i>	
16:20	Empowering QFD with TRIZplus Approach Sergei Ikovenko USA	Analysis of Proportional Distribution Method in Quality Chart Tomoyoshi Naoi, Michiteru Ono JAPAN
19:30	<b>CENA PREMIO AKAO</b>	

Hora		Viernes 19 de noviembre, 2004	
08:00	<b>KEYNOTE</b> Glenn Mazur, Executive Director QFD Institute		
09:15	<i>Receso</i>		
	<b>TRACK A</b>	<b>TRACK B</b>	
09:25	From VOC to Customer Loyalty: A successful QFD application in footwear industry in Mexico Javier Santa Cruz Ruiz, Francisco Tamayo MEXICO	Industry success stories Quality function Deployment: Crude and Oil-product transportations Mansour Ahmadi Foroushani IRAN	
10:10	<i>Receso</i>		
10:20	Integral use of quality improvement tools with triz in product design Sami Ercan, Naim Kenan Hacievliyagil TURKEY	Satisfaction Survey of In-patient Surgical Patients Yukie Ozawa JAPAN	
11:05	<i>Receso</i>		
11:15	QFD for Innovative Companies: Integrating the Voice of Customer into Advanced Product Quality Planning (APQP) Mike Paruszkiewicz, Glenn Mazur USA	QFD as a tool of Management Planning María del Carmen Temblador Pérez MEXICO	
12:00	<b>COMIDA</b>		
13:45	<b>CONFERENCIA MAGISTRAL</b> Ing. Fausto Martínez Gamesa		
14:45	<i>Receso</i>		
14:55	Redefining the Customer Perspective in the Balanced Scorecard with QFD Daniel Meade MEXICO	A new approach to software design with QFD-like tabulations of UML diagrams Yoshimichi Watanabe, Yunarso Anang, Masanobu Yoshikawa, Yujiro Kasai, Hisakazu Shindo JAPAN	
15:40	<i>Receso</i>		
15:50	Seven Tools of Service Process Design, and Methods of In-House Training Noriharu Kaneko JAPAN	QFD as a value to Emerging Economies Glenn Mazur USA	
16:35	<i>Receso</i>		
16:45	A Method of Software Requirements Quantified Analysis and it's Mapping Based on QFD Wei Xiong, Yoshimichi Watanabe, Masanobu Yoshikawa, Hisakazu Shindo CHINA & JAPAN	Problems facing the introduction of QFD and TRIZ in companies. Steps towards a practical product development process. Noel León Rovira MEXICO	
17:30	<b>CLAUSURA</b>		

Este Programa es el **definitivo**; sin embargo, el Comité se reserva el derecho de cambios finales de fuerza mayor por cuestiones de logística de los conferencistas.