



ELECTRICITE DE ZAHLE SAL

Soon to be awarded the International Star Award for Quality Geneva

International Award in recognition of the Commitment to Quality, Leadership, Technology and Innovation

BID, Geneva.

The city of Geneva was headquarters to the 2001 XXVI International Star Convention for Quality, the purpose of which is to recognize the commitment to quality of awarded companies from all over the world whose business activities cover the top areas of industrial production and services.

In this way the BID symbol has made its presence known in 162 countries of the world, and has created a firm ground for the implementation of an integral quality process through the technology and procedures of the CC100 Total Quality Management.

The presentation of the "International Star" trophy took place on October 22, 2001, in the Conventional Hall of the Intercontinental Hotel Geneva.

The event was presided by Jose E. Prieto, President and CEO of Business Initiative Directions, along with outstanding personalities from the business world and international members of the diplomatic corps in Switzerland.

For Jose E. Prieto, Executive President of BID, organizer of the International Star Award Quality Convention 2001, "the awarded companies are symbols of commitment to leadership, technology and innovation which make them models for other companies of their sectors". Among the outstanding companies at this year's ceremony were:

KazTransOil (Kazakhstan), is presently transporting more than 1 million tons / year with its fleet

of ships and will have an estimated capacity of close to 28 million tons/year in the near future through its pipeline systems.

Azuma Trading Company, a Japanese company involved in the petrochemical business.

Display Refrigeration Unit, DRU, a company from Belgium specialized in cool-display and exclusively adapted to its clients needs.

ULMA, one of the most important companies in Spain, the Basque region, with a strong focus on customer satisfaction. ULMA carries out its activities in the areas of agriculture, industry and construction and is established in Europe, U.S., South Africa and South America.



Mr. Bolat Palymbetov, First Vice Director General of KazTransOil, Kazakhstan.



Mr. José Maria Loiti, Commercial Director of ULMA Handling Systems, Spain.



Mr. Masao Azuma, President of Azuma Trading Co., Japan.

A business award which benefits companies all over the world

Most outstanding among participating companies since the first convention in Europe in 1975 have been:

From India: **Indian Oil Corp. Ltd.**, the only Indian company listed as a Fortune 500, at position number 209, and ranked 18th in revenue among petroleum companies worldwide,



CHERNOMORTEKHFLOT

Chernomortekhflot, from Ukraine, a large, highly-mechanized enterprise owing more than 70 specialized vessels for performing all kinds of dredging and reclamation works in harbors, rivers, and open roads conditions, was presented the award in Geneva 2001.

controlling 33% of the country's petroleum capacity and 6,523 Km of pipeline, distributing through 20,000 points of sale; and **Dolf Industries**, pioneer in the field of fiberglass and plastics in India, directed under the guidelines of Total Quality Management (TQM).

From Russia: **KBTM**, which designs and manufactures satellite launching platforms; **Khrunichev State Space Scientific and Production Center**, a state-run organization for the Russian Space Agency and **Russian Maritime Register of Shipping**, a Russian state organization, more than 100 years old and in charge of certifying and establishing quality and safety standards in Russia and in countries which once belonged to the former Soviet Union, as well as determining which companies receive the ISO 9000 certification.

From China: **Hong Yuen Electronics Ltd.** (Hong Kong), a company belonging to China Aerospace International Holdings Limited (CASIL), specialized in research, development, manufacture and commercialization of products and space technology; exporting 95% of its production to clients in the U.S., Japan, Europe and Southeast Asia; **Guangdong Foodstuffs Import & Export (Group) Corp.**, a corporation from China made up of 40 companies, which is ranked among the 500 most important import and export companies in the worlds; it owns Swire Guangdong Coca-Cola Ltd, the company which produces and distributes Coca-Cola products in China; **Commercial Press**, one of the largest and most influential publishing houses in China, well-known for its dictionaries and academic titles; although most of its editions are for the national market in China, some of its dictionaries and language text books are distributed throughout the U.S.A. and the rest of the worlds; **Beijing GOFECO Plaza**, with two office towers occupying 60,000 m3 and a Shopping Center, is considered one of the best-appointed shopping and leisure centers of

Beijing, belonging to the Chinese group COFCO, second highest ranking company in China and 362nd on the Fortune Global 500 list; and **Guangzhou Grand World Scenic Holdings Co., Ltd.** From Argentina, **S.A. de Giacomo**, a customs handling house specialized in dealing with large engineering projects, industrial



Inventec Group of companies
 Multimedia & Telecom

As the International Quality Summit Convention New York 2001 this award was presented to Inventec Electronics Sdn. Bhd., which belongs to the Inventec Group, world leader in the design and manufacture of electronics.

projects as well as other large scale projects and turn-key plants, is number one in the foreign commerce sector in Argentina with clients such as Total, Repsol, Texaco and Naisco.



Mr. Cohen, President of Laboratorio Nacional de la Construccion, from Mexico, awarded by BID in Geneva 1999.



Mr. Anatoliy S. Karpov, Executive Director of Polyot, a Russian company producer of spacecraft and launch vehicles operating under the Russian Space Agency.

Inventec Electronics Sdn, Bhd. (Malaysia), of the Inventec Group, world leader in the design and manufacture of electronics, associated with the largest corporations in the world. **Arab Contractors** (Egypt) is one of the most important engineering / construction companies in the world carrying out more than .500 projects in 29 countries.

Royal Jordanian Airline, one of the most important airlines in the Middle East with daily flights to the U.S, Europe, Middle East and Far East. **Pharmed**, a pharmaceutical leader in Uzbekistan whose international relations include accords with outstanding companies such as Bayer. **Laboratorio Nacional de la Construcción S.A. (IANCO)**, number one company in Mexico in the verification and quality control for the construction industry.

Institute of Viticulture & Ecology, a public organism belonging to the Ministry of Agriculture in Bulgaria, a leading national scientific research institution, and fourth in viticulture worldwide. **Servicio de Electronica (Selec)**, belonging to the Peruvian Air Force, top in Peru and one of the most important in South America, specialized in logistics support for the maintenance of communications equipment of the country itself and for the FAA (Federal Aviation Administration, U.S.A). From Spain: **Commercial Cointra S.A.**, among the top 400 companies in the country,

leader for the past 30 years in the hot water heating industry; and **Grupo Zeta**, one of the most influential groups nationwide made up of companies specialized in printed media, audiovisuals, internet,



book publishing and multimedia as well as other services. **Banque Centrale Populaire**, belonging to the Banques Populaires Group of

accounts in that country and a portfolio of clients made up of 50% Morocco, which has 32% of the of all bank account owners in Morocco. **State Oil Company of Azerbaijan Republic (Socar)**. **Radisson Sas Lazurnaya Hotel Sochi**, one of the most luxurious hotels in Russia on the coast of the Black Sea. **Puerto de Toamasina**, the largest harbour in Madagascar, whose General Director, Roger Vony, is the former Minister of Energy and Mines, under the direction of the Ministry of Industry and Economy of Madagascar.

Poltava Petroleum Company (PPC), gas and petroleum producers of the Ukraine created as a joint venture with the UK. **CS. SIDEX S.A. GALATI** the largest iron and steel metalurgical firm in Romania and one of the most important industries in the country, **EPAL S.A.**, an important company in Greece in aluminum production. **OJSC Nikopol Pivdennotrubny Works** (Ukrain), the largest manufacturer in the country. **Vendome International Corporation** (Japan), world leader in costume jewelry. Korea Electric Power Corporation, ranked 382nd worldwide. **Potska Telefonja Cyfrowa Sp. Zo.o.** (Poland). And from Uzbekistan: **British-American Tobacco**; and **Navoi Mining & Metallurgy Combinat**, a leading gold mine worldwide.



Mr. Kim, New York Office General Manager of Korea Electric Power Corporation, from South Korea, ranked 383rd worldwide.



Mr. Peter J. Crowhurst, General Manager of Beijing Cofco Plaza Development Co. Ltd., China ranked 413th in the world.



Mr. Rao, Executive Director of Indian Oil Corp., ranked 232nd in the Global Fortune 500 list, with Mr. Pierto after the BID award.

The Authors of the CC100 Total Quality Management



From right to left, Antonio Martinez, Jose E. Prieto, Alfonso Casal and Enrique Liorente

The engineer Antonino Martinez and Enrique Liorente and the physicist and mathematician Alfonso Casal, with the President of Business initiative Directions, Jose E. Prieto, direct BID's permanent council in charge of continuous improvement of the CC100 model, in collaboration with a highly qualified team of engineers whose experience allow constant update the TQM. This highly refilled tool for management of communication models among clients, suppliers and employees, aids general managers of companies awarded by BID to manage the area of Customer Satisfaction and Human Resources. It also facilitates improvement of company systems and processes and helps focus on the most profitable areas.

Improvement of corporate image

For those companies that have already been certified with the ISO 9000, being awarded by BID with the International Star Award for Quality means expanding strategies for quality management by receiving the CC100, the BID Total Quality Management model, created to facilitate an innovative tool to Directors of Quality.

The BID business awards are a tool for global communication helping to spread the latest technologies related to quality culture and endorsement. As such, the BID award symbol endorses the corporate image of awarded companies through marketing, advertisement, press and television as well as trade fairs, point of sale, office space buildings and vehicles...



The CC100 model outlines the voting criteria for BID awards

The CC100 model outlines the voting criteria for BID awards

BID carries out continuous polls among companies who vote for the best companies.

The International Business Initiative Directions awards are presented on the basis of meeting the criteria of the CC100 TQM (Total Quality Management), the contents of which serve as guidelines to business leaders to improve processes and systems.

Basic steps to successfully implement a TQM program in companies are:

- A quality-driven organization
- A customer-minded approach
- Job satisfaction
- Technological renewal
- System efficiency
- Leader in society
- Concentration on the most profitable areas of business

The BID CC100 TQM allows company managers to consolidate and strengthen their position on the market.



Mr. Sarri Jorge, President of Jorio Coca Cola Corse, receiving the BID award.