



# CENTURY INTERNATIONAL QUALITY ERA AWARD

15th International Quality Convention GENEVA March 9 - 10, 2013

B.I.D. - 27 YEARS OF QUALITY CULTURE RECOGNITION WORLDWIDE

**Jose E. Prieto**  
PRESIDENT AND CEO OF  
BUSINESS INITIATIVE DIRECTIONS

AND

**Dayle L. Fickling**  
PRESIDENT AND CEO  
OF IMAPRESS

take great pleasure in informing

**MISPA**

that it has been awarded the

**GOLD CATEGORY**  
GENEVA 2013

## CENTURY INTERNATIONAL QUALITY ERA AWARD

### INTERNATIONAL QUALITY CONVENTION

The Gala Dinner and Awards Ceremony will take place at  
the Intercontinental Convention Hall in Geneva, Switzerland

INTERCONTINENTAL GENEVE HOTEL (7-9 CHEMIN DU PETIT-SACONNEX, CH-1211 GENEVA 19)  
DATE: SUNDAY, MARCH 10, 2013, TIME: 18:30

The B.I.D. award has appeared in previous years on television and in various media facets on all continents. The event will be attended by members of the diplomatic corps and international businessmen, professionals in economy and the arts, members of the press, and experts in public relations and television.

### Regulations of the COE Award

Articles of the Century International Quality ERA Award regulations. Complete information:  
[www.worldquality.org](http://www.worldquality.org)

#### Definition of the award:

The Century International Quality ERA Award (COE) of Business Initiative Directions (B.I.D.) is presented in recognition of those companies or organizations in different countries throughout the world that further their reputation and position by implementing and promoting quality culture.

#### Article 1

The award recognizes and encourages the contribution of companies and organizations to quality, continuous improvement and customer satisfaction as well as improving relations with employees, suppliers and all those associated with the company.

#### Article 8

The jury which designates the companies awarded will be formed by the leaders of those companies having received the award in previous years for their merits and contributions to quality

### Useful information about the GENEVA Quality Convention

Embassy as soon as possible. Obtaining a valid visa for travel to Switzerland to attend the Convention is the sole responsibility of your company representatives before the Swiss authorities. You should contact the Embassy in advance for an appointment for an interview. If you hold a valid Schengen visa for another country, you can use it to travel to Switzerland.

Videos and photographic sessions (please consult): Specialized media companies and independent press agencies will cover a variety of different aspects of the convention, which will include attendees and the awards presentation. If your company is interested in obtaining a recorded film covering the most important scenes of your company representative's participation in the ceremony, you must contact B.I.D. before the gala dinner and Awards Ceremony.

B.I.D. worldwide:

B.I.D. Business Initiative

Directions has awarded

companies and professionals

from 178 countries since

1986. Every year, the mass

media broadcasts the

news item concerning the

B.I.D. in the press:

The importance of B.I.D.

is growing year by year

in the world of business

communication, shown

by full-page appearances

in leading business sector

publications. In fact, the

newspaper Cinco Dias,

publisher of a daily section

of the Wall Street Journal,

featured three full pages and

one double page dedicated to

B.I.D. One of the photographs

included was of Jose E. Prieto,

President of B.I.D., with Bill

Clinton, 42nd President of

the United States of America.

In addition, the BBC World

Service radio station in

London broadcast news about

the B.I.D. QC100 in Geneva,

and television channels from several countries have interviewed Jose E. Prieto at different B.I.D. International Quality Conventions. Welcome to Geneva:

Geneva is a cosmopolitan city including an area of influence inhabited by nearly 1 million persons, where you can find some of the best business opportunities in the world. The Intercontinental Genève Hotel is located minutes away from one of the most important financial centers of the world, headquarters to Switzerland's largest corporations and home to the United Nations.

Office Hours (Year Round):

Our office hours from Sunday to Friday are from 9 a.m. to 8 p.m. (20:00). Contact through fax or e-mail can be made at any time of the day or night.

Special B.I.D. office:

In Geneva, during the Convention on March 9 and 10, B.I.D. is pleased to offer a full-service office staff inside the Intercontinental Genève Hotel, from 10 a.m. to 6 p.m. (18:00) to aid you in the Convention registration as well as in your hotel accommodations.

NAME OF THE COMPANY: \_\_\_\_\_

COUNTRY: \_\_\_\_\_

To confirm attendance: Send the REGISTRATION FORM (see reverse side) to B.I.D. Spain by fax, phone, express mail or by e-mail:

Faxes: +34 915 56 20 29 • +34 915 55 56 02  
Telephones: +34 915 97 33 69 • +34 915 97 39 00



B.I.D. Business Initiative Directions General Yagüe, 11 • 28020 MADRID - SPAIN

convention@worldquality.org  
[www.worldquality.org](http://www.worldquality.org)





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## 15th International Quality Convention GENEVA March 9 - 10, 2013

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### Selection criteria for the Century International Quality ERA Award.

#### GOLD, PLATINUM and DIAMOND categories

Based on information, polls and voting. (see [www.worldquality.org](http://www.worldquality.org))

The CENTURY INTERNATIONAL QUALITY ERA AWARD (COE) is presented to each company as an entity, for corporate achievement, to recognize leadership, quality, innovation, excellence, technology, customer service and prestige; for this purpose, a voting process was carried out during the B.I.D. World Congress with meetings in Paris, London, Geneva, Frankfurt, Madrid and New York over the past ten months, based on one or several of the following concepts:

The QC100 principles, Customer Satisfaction, Leadership, Technology, Best Practice, Business Results, ISO 9000 and TQM.

In addition to the voting process, carried out in personal encounters with business leaders, by mail and on line macro poll, B.I.D. gathers information through consultations of the media (press, radio and television), consultancy companies, advertising agencies, trade fairs and exhibits, chambers of commerce, embassies and polls, which is analyzed by the Century INTERNATIONAL QUALITY ERA AWARD Selection Committee, which makes the final decision to select the annual awardees.

### General Program:

Sunday, March 10, 2013

10:30	Welcoming Reception and companies' presentation
18:30	Corporate group photo session of COE Award recipients
19:00	COE Award Gala Dinner
20:00	Awards Presentation
21:00	Photography session
21:30	End of the Ceremony

### Your Company Will Receive:

- Two invitations for the COE Gala Dinner Ceremony.
- The CENTURY INTERNATIONAL QUALITY ERA Trophy, GOLD CATEGORY.
- Certificate of the Quality Award.
- QC100 Points TQM (Total Quality Management).
- Statement of Commitment to the TQM QC100 principles.
- BID Quality Mix Program for your company for the next two years (24 months) after receiving the award in Geneva.
- Graphics: Set of logos for use in advertising and pictogram of trophy.
- Press release of the COE Award.
- Collection of photographs of the presentation of the award to your company delegation.
- Two gold-plated lapel pins with COE identification.
- Business encounter: BID will organize a "Welcoming Reception" for companies attending the Convention to meet each other and introduce their profiles.
- Lodging for 2 nights (one double room) in the Intercontinental Genève Hotel<sup>1</sup> (nights of Saturday, March 9, and Sunday, March 10, with breakfast included).<sup>2</sup>

1. BID reserves the right to lodge participants in similar hotels if necessary.
2. Participation costs cover only one room per company (double or twin beds). If you wish to reserve another room, it must be covered by your company.

### Convention site:

*Intercontinental Genève Hotel (7-9 Chemin du Petit-Saconnex, CH-1211 Geneva 19). BID's Welcome Office in the Intercontinental Genève Hotel will be open to delegates of the awarded companies whom BID staff will assist in hotel accommodation, participation protocol and documentation.*

To confirm your attendance, please contact our Madrid office at these numbers:

Faxes: +34 915 56 20 29 • +34 915 55 56 02 • Telephones: +34 915 97 33 69 • +34 915 97 39 00 • E-mail: [convention@worldquality.org](mailto:convention@worldquality.org)

## GENEVA 2013 COE AWARD REGISTRATION FORM

PLEASE FILL IN WITH THE REQUESTED INFORMATION ABOUT YOUR COMPANY

TO CONFIRM YOUR ATTENDANCE, PLEASE SEND: FAX, E-MAIL, OR CONTACT OUR MADRID OFFICE.

B.I.D. Business Initiative Directions  
General Yagüe, 11 - 28020 MADRID - SPAIN

NAME OF COMPANY

MISPA

PERSON TO COLLECT THE AWARD  
NAME

SURNAME

POSITION HELD IN COMPANY

MALAWI

COUNTRY

EXACT COMPANY NAME TO APPEAR ON THE TROPHY

FAX	TELEPHONE	E-MAIL	WEB PAGE	NUMBER OF ATTENDEES

NOTE: ACCOMMODATION WILL BE PROVIDED IN ONE DOUBLE OCCUPANCY ROOM FOR THE NIGHTS OF MARCH 9 AND 10 WITH BREAKFAST INCLUDED.



Our company accepts the conditions of payment of 3,900 € (three thousand nine hundred euros) for cost of participation and all actions included in the Quality Mix program for the two years following the convention.

### Media publications:

ImarPress will cover the news of the participating commission of the awarded company in several of the 26 supporting print media publications, in one or more of the following modalities:

- Cover of the publication
- Double center page
- Six additional pages

The coverage, in accordance with graphic material obtained during the convention about the awarded company, subject to editorial revision, may appear in multimedia format:

- Magazines: print and online
- DVD documentary
- Video press release
- Blogs

MORE INFORMATION: +34 915 97 39 00

### Optional Program for audiovisual presentations:

AVAILABLE UPON PRELIMINARY AGREEMENT WITH YOUR COMPANY OF TERMS STATED ON THE OPTIONAL PROGRAM FORM. BID WILL PROVIDE THIS PROGRAM UPON REQUEST.

- 1- DVD filming of the ceremony.
- 2- Media-oriented interview.
- 3- Presentation of your company.
- 4- Speech on a quality management case in your company.
- 5- Audiovisual presentation on stage with plasma/LED screen with DVD, Power Point or Keynote.

(Option 4 and 5 must be requested prior to February 25th)

### Awardee lapel pin:

The higher management of the companies awarded at the Geneva 2012 Convention will be presented with a lapel pin (gold-plated) to facilitate communication during the event.

### Payment of participation costs:

Your company has been designated to receive the COE award in Geneva, during the convention on March 9 and 10. Payment of the participation costs of 3,900 euros (three thousand nine hundred euros) must be made by your company prior to March 10, 2013.

This Registration Form is NOT VALID as a hotel reservation.  
Only a hotel voucher from BID will serve to guarantee your hotel room.

DATE, SIGNATURE AND STAMP



Madrid, November 21, 2012

MISPA

Attn: General Manager

Attn: Dr P. Nyirenda, C/o Malawi SDNP, P.O. Box 31762,

Chichiri

BLANTYRE-LIMBE

MALAWI

Subject: Century International Quality ERA (CQE) Award for  
MISPA

Dear Sirs:

B.I.D. (Business Initiative Directions) holds an annual congress with meetings at multiple sites, in the emblematic cities of Paris, London, Madrid, Geneva, Frankfurt and New York, having gathered companies and organizations from 118 countries over the past ten months. During that time, participating leaders and experts in quality and excellence submitted their votes for the candidacy of MISPA for the Century International Quality ERA (CQE) Award which will be presented in Geneva, Switzerland, on Sunday, March 10th, 2013.

On the basis of CQE regulations and the criteria of the QC100 Total Quality Management Model, MISPA has been designated by the Century International Quality ERA Committee to receive the CQE Award in the Gold category in Geneva.

The International CQE Convention will take place in Geneva on March 9th and 10th, 2013, with the award presentation held at the spectacular InterContinental Genève Convention Center across from the United Nations European Headquarters. The program of this event is enclosed, detailing all the benefits and conditions.

The companies and organizations to be awarded in 2013 have been designated by the CQE Selection Committee as distinguished local and national leaders, or large corporations, all of which demonstrate excellence within each sector, increased market share, leadership and improved results as well as sustainability. The prestige of the BID award winners (see [www.worldquality.org](http://www.worldquality.org)) will allow you to appreciate the value of the BID award worldwide and the importance of participating at this convention. B.I.D.'s Quality Mix model provides technology for your organization to strengthen its leadership in quality.

This prestigious award, given to leaders by leaders, is sponsored by 26 media publications ([www.imatpress.com](http://www.imatpress.com)), all oriented towards change and market trends, focused on innovation, growing brands, technology, new products, business news and finance.

For personal attention, a member of our team has been appointed to coordinate your participation in the Geneva event up to March 8th. Visit [www.worldquality.org](http://www.worldquality.org) Login: **CEG13**, Password: **OE11A5**.

To confirm your participation, please send the Registration Form (on the back of the enclosed page). If you have any further questions, feel free to contact our international department.

Sincerely,

Jose E. Prieto  
President and CEO

CQE International Department:  
[convention@worldquality.org](mailto:convention@worldquality.org)  
Telephone: +34 915 97 33 69  
Fax: +34 915 56 20 29  
[www.worldquality.org](http://www.worldquality.org)

B.I.D. is the leading private organization worldwide in spreading quality culture through the Quality Mix Plan and the International B.I.D. Award for Quality. In the past 27 years B.I.D. has presented its Award for Quality and its TQM model QC100 implemented in over 100 countries.

**IF YOU REQUIRE A VISA TO TRAVEL TO GENEVA:**

WHEN YOUR REGISTRATION FORM IS RECEIVED, BID WILL REQUEST NAMES AND PERSONAL DATA OF YOUR DELEGATES FOR VISA PURPOSES. YOU CAN APPLY AT THE CONSULATE OF SWITZERLAND ONLY AFTER RECEIVING B.I.D.'S LETTER OF SUPPORT. HOWEVER YOU SHOULD IMMEDIATELY RESERVE AN APPOINTMENT FOR THE VISA APPLICATION AT THE CONSULATE OF SWITZERLAND IN YOUR COUNTRY TO ALLOW TIME TO PROCESS YOUR APPLICATION.



**BUSINESS INITIATIVE DIRECTIONS**

General Yagüe, 11  
28020 MADRID-SPAIN



Handwritten text, possibly a date or address, in the top left corner.

Practic  
**OPEN®**

