

## **Mission**

Leading all quality endeavors to build a quality world

## **Vision**

To become a quality organization with domestic authority and crucial global influence

## **Values**

Responsibility, Professionalism, Innovation, Win-Win Result

- Responsibility is our impetus
- Professionalism is our foundation
- Innovation is our spirit and soul
- Win-Win Result is our principle for action

## **Profile**

Established on August 31, 1979, China Association for Quality (CAQ) is a national and professional non-profit social organization voluntarily formed by organizations and individuals who are committed to quality management and innovation.

CAQ's core businesses include quality research, quality training, international quality exchange and service, quality evaluation, registered qualification, quality consultation, quality certification, quality publicity, quality media, quality culture development, brand cultivation, covering the fields of ISO, TQM, QCC, PEM, CS, lean and Six Sigma, reliability, field management, benchmarking, and TRIZ etc.

CAQ is a coordination committee member of ICQCC, board member of ANQ, council member of GEM, round-table member of QIA, world partner of ASQ and EOQ, global partner of EFQM, and has close cooperation with JUSE.



**2019**



## **Belt & Road China Benchmarking Trip**

**Beijing & Qingdao  
Feb.28-March 5, 2019  
by  
China Association for Quality**



中国质量协会  
CHINA ASSOCIATION  
FOR QUALITY

## **Belt & Road China Benchmarking Trip**

On behalf of China Association for Quality, I would like to warmly welcome all delegates to Belt & Road China Benchmarking Trip visiting Beijing and Qingdao from Feb.28 to March 5, 2019.

As a participant of the Benchmarking Trip, you will be able to experience first-hand changes in China's business domain, and understand the unique quality management or innovation methods shaped in Chinese companies through a series of workshops, site visits and peer networking. All companies involved in the trip are listed in Fortune 500, with renowned brands and prestige technologies, including China Academy of Space Technology, BOE Technology Group, Haier Group & Tsingtao Brewery.

Besides, you will also have opportunity to enjoy the scenic spots and witness some achievements of China's economic development, like China high-speed railway and Sea-crossing Bridge.

We are expecting a total participation of more than 30 people from quality organizations and their organizational and individual members.

With best regards,

A handwritten signature in black ink, appearing to read 'Duan Yonggang'.

**Dr. Duan Yonggang**  
**VP & Secretary General**  
**China Association for Quality**



## A partial list of countries that are considered as Belt & Road Countries

Bangladesh	Czech	Estonia
Kazakh	Hungary	India
Indonesia	Iran	Israel
Latvia	Lithuania	Nepal
Pakistan	Russia	Singapore
Thailand	Vietnam	UAE

### Schedule

Feb 27	WED/PM	Arrived in Beijing. Meet at 8:00pm at: Jin Long Tan Hotel, Address: No. 71, Xi San Huan Bei Lu, Haidian District, Beijing.
Feb 28	THU/PM	Launching Ceremony in Beijing
Mar 1	FRI/AM	Visit China Academy of Space Technology
Mar 1	FRI/PM	Visit BOE Technology Group
Mar 2	SAT	weekend break
Mar 3	SUN	Beijing-Qingdao by China Railway High-speed
Mar 4	MON/AM	Visit Haier Group
Mar 4	MON/PM	Visit Tsingtao Brewery
Mar 5	TUE	Culture Sightseeing Qingdao-Beijing by China Railway High-speed
Mar 6	WED	Depart Beijing for Singapore

### Expenses

Total trip Charge: S\$2500

The charge covers site visits, CRH tickets of roundtrip from Beijing to Qingdao, meals, lodging and ground transportation.

(Air tickets, Meals on 27 Feb – arrival and 06 Mar – departure are not included)

### Contacts

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Website: <https://www.sqi.org.sg/>

Proceed to Registration Form on the last page

Closing date for registration: 8 Feb 2019



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## March 1 FRI AM China Academy of Space Technology (CAST)

China Academy of Space Technology (CAST) dedicates to the exploration of space. The mission of CAST is to apply the most advanced space technology into mankind's benefits.



Since its establishment in 1968, with more than 27000 employees (average age of 35 years old) by 2015, CAST has become one of the world-class spacecraft designers and manufacturers, providing full range of integrated space-ground system solutions for global customers. Besides the delivery of all kinds of spacecrafts from system level to equipment & component level, covering Telecommunications, Remote Sensing, Navigation, Human Spaceflight and Space Science Exploration, CAST also provides DC/AITC for spacecraft, satellite ground applications and customer-oriented service including training as well as orbit & frequency consulting.

CAST would always pursue being:

- Professional in system engineering, project management, spacecraft manufacturing & AIT, applications and service with the support from highly qualified experts
- Reliable for worldwide customers as the prime contractor of nearly 200 spacecrafts in which nearly 110 spacecrafts are working in orbit by 2015
- Open to the world, sharing our space technology and experience with global partners in full dimension collaborations
- Promising to adhere to the leading-edge technology and promote sustainable development of space infrastructures

Let's work together, creating a better future.



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**March 1 FRI PM**  
**BOE Technology Group Co., Ltd.**

BOE Technology Group Co., Ltd., founded in April 1993, is a global leader in semiconductor display industry, as well as an IoT company providing intelligent interface products and professional services for information interaction and human health. BOE's three core businesses are Display and Sensor Devices, Smart Systems and Healthcare Services

BOE has manufacturing bases located in China. Besides, BOE also boasts global marketing and R&D centers in 19 countries and regions such as the United States, Germany, Japan and Korea, with its service networks covering the world's major areas such as Europe, America, Asia and Africa.

BOE has the world-leading Gen6 Flexible AMOLED production line, the world's first and highest Gen10.5 TFT-LCD line and other high generation production lines, with its display and sensor products widely used in a broad spectrum of applications such as mobile phone, tablet, notebook, monitor, TV, vehicle display, digital information display, healthcare, finance, and wearable devices. In 2018 Q1, BOE's global market share of TFT-LCD panels for mobile phone, tablet, notebook, monitor and TV ranks No.1.

BOE will fully open its application and technology platforms, joining hands with partners from various industries, enjoying IoT new market opportunities and creating new value together.



**Company Vision**

**Best on Earth.**

- To be the world leader in semiconductor display and its related sensor fields
- To be a global leading player in related smart products and services
- To be a model in life technology and smart healthcare services



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## March 4 MON AM Haier Group

Haier Group is a global leading provider of better-life solutions, with its white goods business brand more famous than others for nine consecutive years. In the era of the Internet and the Internet of Things, Haier transformed itself from a traditional manufacturing enterprise into a win-win IoT community ecology, leading global companies to take the lead in detonating the Internet of Things economy.



The company was founded on December 26, 1984. Under the guidance of the enterprise management philosophy and business philosophy of founder Zhang Ruimin, Haier Group has complied with the development trend of the times and continuously implemented strategic transformation. After implementing the brand building strategy, diversification strategy, internationalization strategy, global branding strategy and networking strategy, Haier has developed from the collective small factory on the verge of collapse into an ecological enterprise led by the Internet of Things. In 2017, the Haier Group achieved a global turnover of 241.9 billion yuan. Haier Group boasts 10 R&D centers, 24 industrial parks, 108 manufacturing plants and 66 marketing centers across the world.

Currently, Haier Group owns Haier, Casarte, GE Appliances, Fisher & Paykel, AQUA and Leader as its smart home appliances brands; RRS, Hai Rong Yi, COSMOPlat and Shunguang in the IoT service area; Haier Bros in the cultural and creative industry. The global brand matrix closely balances the strategy of “Smart Home Customization” (smart home customized for a better life), providing customized home service solutions, through which the value of the food, clothing, residential and mutual entertainment ecology are shared among users worldwide.

In the process of continuous innovation, Haier proposed the Rendanheyi Model for the IoT era, which is taken as the next social model by some management experts. COSMOPlat, the mass customization solution under the Rendanheyi Model, is ahead of German Industry 4.0 and the American Industrial Internet.





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## March 4 MON PM Tsingtao Brewery

Tsingtao Brewery was founded in August 1903 in Qingdao as the Nordic Brewery Co., Ltd. by German and British settlers. As one of the earliest breweries in China, Tsingtao Brewery is now among the World's Top 500 Most Influential Brands, it's also the



fifth largest beer producer in the world with products exporting to more than 100 countries and regions including USA, Canada, UK, France, Germany, Italy, Australia, Korea, Japan, Denmark and Russia.

Tsingtao Brewery has won almost all gold awards in beer quality contests held in China since 1949, as well as many gold awards on the international stage. In 2013, Tsingtao Brewery was awarded the Most Competitive Chinese Enterprise, the Model Company of Creditability in China, the Company with the Best Sustainability, and the Best Board of Directors among Chinese Companies Listed in Hong Kong. In 2014, Tsingtao Brewery won the Gold Award of the Chinese Academy of Management Science Awards, as well as titles of the Most Influential Chinese Brand Worldwide and the Most Competitive Enterprise. In 2015, Tsingtao Brewery was recognised as the Excellent Company of the Year 2015 and the Asian MAKE (the Most Admired Knowledge Enterprises in Asia). In 2016, Tsingtao Brewery ranked among the World's 100 Most Reputable Companies, the BrandZ Top 100 Most Valuable Chinese Brands, as well as the Top 20 Best-Practice Boards of Supervisors with Public Companies. In 2017, Tsingtao Brewery became one of China's Most Admired Companies for the 12th time, one of China's Most Respected Companies for the 14th consecutive year, and one of the 2017 Top 500 Brands in Asia. The brand was also honoured the Most Competitive Enterprise.

With the vision of becoming a great international company with brands visible worldwide, Tsingtao Brewery will continue with innovation, "brewing popular beer with passion and inspiring happiness for life".



## Registration Form

Conference Name : 2019 Belt & Road China Benchmarking Trip

Full Name : \_\_\_\_\_

Gender : Mr. / Mrs. / Miss.

No. of Passport : \_\_\_\_\_

Institution : \_\_\_\_\_

Position : \_\_\_\_\_

Address : \_\_\_\_\_

Postal Code : \_\_\_\_\_

City : \_\_\_\_\_

Country : \_\_\_\_\_

Phone : \_\_\_\_\_

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Website : <https://www.sqi.org.sg/>

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