Introduction

The automotive industry is believed to be one of the most important and strategic industries in Malaysia. Survival and long term sustenance through increased competitiveness is vital for its growth and long term objective. Since the launch of the National Car project in 1983, and the eventual launching of its first national car in July 1985, interests by the public and academic on various issues especially quality, delivery, and design features have increased. Numerous research have been completed, ranging from policy matters, economic viability, manufacturing and technological issues, supply chain management, new product development processes, as well as quality engineering and management for the Malaysian automotive sector. The interest is ever increasing and obviously there are problems that can and must be addressed.

The need to further look into other countries, such as ASEAN, has also resulted in the exploration of research to compare the level of practices of quality management aspects between Thailand and Malaysian automotive related companies. This research colloquium is organized with the main purpose of sharing knowledge gained from various research that have been done. The research was partially funded by the Ministry of Science Technology and Innovation (MOSTI), Malaysia, through its e-science funding.

At the end of the colloquium, it is hoped that it will spearhead much greater interests to explore other potential research areas and future collaboration between academia and industry. It is believed that the findings to be shared will benefit the parties involved, which are, academics from various disciplines, manufacturers and industrialists within the automotive industry, government bodies including MOSTI, SMIDEC, SIRIM, MPC and others.

Target Participants
1. University and College Academics & Researchers from Business, Technology Management and Industrial Engineering
2. Practitioners and Industrialists from Automotive related organizations
3. Government Institutions and NGO – MOSTI, SIRIM, SMIDEC, MPC, MITI, Malaysian Automotive Association, etc.
How to register
Please complete the registration form below and fax to us by 20th May 2009 at fax no: 03-2691 1294 / 03 – 2694 3021

Name: ________________________________________________________________________________
Company Name:  ________________________________ _______________________________________
Address: _______________________________________________________________________________
Contact (Tel/ Mobile): ___________________________  Email:_________________________________

Partial fee: Registration Fee: 
Public - RM 100.00 /Student RM 50.00
Participation is limited to only 50 people on a first come first serve basis

1. Bank Draft / Cheques : Payment by bank draft or cheque should be made payable to "Bendahari UTM"
2. Cash   : Payment by cash be made during registration or before at BATC

For further inquiries, please contact Ms. Syahida and Ms. Jamie Pong at 03-2691 4020/ 03-26953312 / 019 - 731 0725 or email to syahida@citycampus.utm.my / jamiepong@citycampus.utm.my

Date : 25 May 2009
Time : 8.00am - 4.30 pm
Venue : BATC, UTM International Campus, Jalan Semarak, Kuala Lumpur

PROGRAM SCHEDULE

8:00 - 9:00 Registration & Opening Address
9:00 – 9:30 Statistical process control success factors and performance in the automotive industry: An Exploratory Analysis (Part I) Jafri Mohd Rohani Sha’ri Mohd Yusof Ismail Mohammad
9:30 – 10:00 Statistical process control success factors and performance in the automotive industry: The Confirmatory Analysis (Part II) Jafri Mohd Rohani Sha’ri Mohd Yusof Ismail Mohammad
10:00 – 10:30 Discussions / Q&A
10:30 – 11:00 Refreshment
11:00 – 11:30 A cross-country comparison of TQM, ISO/TS16949 and organizational performance between Malaysian and Thailand automotive industry. Part I: Challenges in international survey research Norhayati Zakuan Sha’ri Mohd Yusof Awaluddin Mohd Shaharoun
11:30 – 12:00 A structural analysis of TQM, ISO/TS16949 and organizational performances relationship between Malaysian and Thailand automotive industry. Part II: Findings and implications Norhayati Zakuan Sha’ri Mohd Yusof Awaluddin Mohd Shaharoun
12:00 – 12:30 Discussions / Q&A
12:30 – 2:00 Lunch and Solat
2:00 – 2:30 A tool to measure quality engineering tools and techniques implementation in Malaysian and Indonesian automotive companies Nilda Tri Putri Sha’ri Mohd Yusof
2:30 – 3:00 Effectiveness of quality auditing in the automotive industries – Case study Edly Ferhin Ramly Kamarudin Abu Bakar Sha’ri Mohd Yusof
3:00 – 4:00 Discussions / Q&A End of Colloquium
4:00 – 4:30 Refreshment

for more info, please click www.batc.utm.my