

# International Quality Crown



# Winner London 2007



The President of Business Initiative Directions, Jose E. Prieto, presenting the International Quality Crown to Ms. Ivy H. Chang, Director of Corporate Planning on behalf of Richard M. F. Lee, Executive Chairman & CEO, at the BID Quality Convention held in London in September 2007.

## Wo Kee Hong Group from Hong Kong, China, awarded in London

At the International Quality Crown Convention held in London Business Initiative Directions gathered companies from 66 countries with

the aim to promote and to recognize quality awareness and business achievements, and to publicize these organizations' successful growth

strategies. The site for this important ceremony was the Guoman Tower Convention Hall of London, in the presence of an international audience

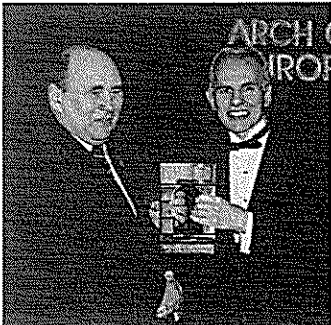
formed by business leaders who embrace innovation, bringing forth growth and development for their communities.



Following the International Quality Crown commencement speeches, the media representatives covering the event directed a photography session of the encounter between these eminent business leaders which represent multiple backgrounds, languages and cultures. The session took place on the banks of the River Thames, in front of the symbolic Tower Bridge of London.

## Business Initiative Directions Leading the Innovation and Excellence Culture

# BID Quality Award



Mr. Valery Menshikov, Chief Scientific Director of the Research Institute of Space Systems belonging to the Russian Space Agency.



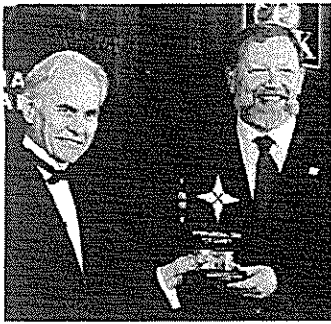
Mr. Ali H. Odch, Vice President & General Manager of Turner Construction International LLC, from United Arab Emirates.



Mr. Rao, Executive Director of Indian Oil Corporation, ranked 191st in the Global Fortune 500 list, with Mr. Prieto after receiving the BID award.



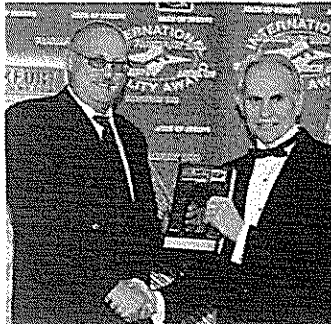
Mr. Kim, New York Office General Manager of Korea Electric Power Corporation, from South Korea, ranked 240th worldwide.



Mr. Sergey Dubinin, Deputy Chairman of RAO Unified Energy System of Russia (former Minister of Finance in Russia) and Chairman of the Central State Bank of Russia.



Mr. R. Natarajan, General Manager of the Automotive Division of Tata Elxsi Ltd, from India.



Mr. Frank Bidlingmaier, Sales Manager "Engineering Dobersek" of Navoi Mining & Metallurgy Combinat (NMMC), from Uzbekistan.



Dr. Bohdan Maciej Zakiewicz, President of the Consulting Centre of Czech Republic, and Chairman and C.E.O. of CSRM in the U.K.

The International Quality Crown Award is the highest honor for performance excellence, recognizing best business practices. The BID criteria for excellence performance is based on the 100 percepts of the QC100 Total Quality Management Model which comprises areas like customer service, internal and external communication, benchmarking, information and analysis, human resources, decision making, systems and processes, business results, leadership, and the purchaser as a partner.

The correct application of these principles is currently helping companies in more than 173 countries improve their business results by focusing on two goals: the delivery of increased value products and services to customers and the enhancement of the organization's overall performance. Consequently the International Quality Crown Award recipients are imitated and admired in their countries.

The International Quality Crown Award, the "Nobel of the business world", is the pinnacle achievement for managers who make their companies sustainable by constant modernization and by paying attention to market tendencies.

The event which was presided by Jose E. Prieto, President and CEO of Business Initiative Directions, along with important personalities from the business world and the diplomatic corps in the United Kingdom, was a success due to its large number of participating business people and the leadership of the companies which participated.

This important event organized by Business Initiative Directions contributed to the prestige already acquired by other BID conventions celebrated in New York, Paris, Geneva, Frankfurt, Moscow, and Madrid. In previous years BID is proud to mention the participation of famous business people such as: Mr. Sergey Dubinin, Deputy Chairman of RAO Unified Energy System of Russia, the company which provides 70% of the country's electric power, among Russia's top three companies in terms of sales and the largest employer in the country with more than six hundred thousand people, and Mr. Cohen, President of Laboratorio Nacional de la Construcción, number one company in Mexico in verification and quality control systems for the construction sector. Eden on the Park from Australia in the hospitality sector and Turner Construction International LLC also received the award. The latter is constructing in Dubai what will be the tallest building in the world whose goal for completion is aimed at the year 2008.

In this 2007 edition, the convention welcomed awarded companies such as Cooperativa Regional dos Cafeicultores de S.S. do Paraíso - Cooperaiso from Brazil, traded on the New York Stock Exchange and the BM&F and with more than 43 years of experience. As an internationally diversified coffee farming group, it undertakes specific actions to promote rural development in coffee producing areas, running its operations in an environmentally, socially and economically sustainable manner. Another outstanding leader, Aal Taher Group of Companies from Saudi Arabia, is one of the top 100 companies in the country.

Proponent of quality management as key to its country's prosperity and long-term economic strength, this organization is wholly committed to strengthening the private sector as a vital and dynamic part of the Saudi economy.

The representative of Aal Taher Group was followed on stage by the delegate of Envirotech Chem. Inc. from the USA, which was awarded for leadership in its sector. Serving a wide range of industries, the company owns an impressive portfolio of projects, providing engineering, procurement and construction management services for both industrial as well as governmental entities and organizations. Special mention should be made to the participation of Polet Airlines from Cyprus. Since the year 2000 the company has been involved in the Air Launch project, being licensed by the Russian Space Agency to transport satellites and satellite rockets.

What distinguishes the awarded companies from their competitors is the fact that the products and services which they offer are compliant with the highest quality standards, thus allowing them to compete in extremely competitive markets, such as Europe, America and Asia.

Such is the case of Wo Kee Hong Group from Hong Kong, China, represented by Ms. Ivy H. H. Chang, Director of Corporate Planning on behalf of Richard M. F. Lee, Executive Chairman & CEO, which was awarded the International Quality Crown Award in London. As this company's history witnesses, the strong commitment of its personnel to work with effective models of quality supports its great success in the market and makes it a great example to be followed by other companies.



Mr. Slava Zaitsev, Russia's most prestigious haute-couture designer, who was designated honorary citizen of Paris by Former President Jacques Chirac, was awarded by BID in Paris.



Mr. M.F. Elkady, Managing Director of Sulhas for General Construction and Development Group of Saudi Arabia, awarded by BID in London.