

QFD and Sustainability

QFD (Quality Function Deployment) has proven to foster customer-oriented design of products and services in almost any industry and country. QFD is integral part of any Six Sigma initiative, of Agile Software Development methods, of product and service improvements.

However, it is not only the design itself that makes the success of QFD. It is the process and the underlying paradigm. QFD-based designs go far beyond short-term facelifts. Long-term value and sound product development processes are the keys for sustainable success. The 17th International QFD conference will highlight, explain and develop sustainable development of products and services with QFD.

Share expert knowledge on international level

International QFD Symposiums combine knowledge workers from different professional fields and a variety of practical experiences. Participants benefit from the unique atmosphere within this interdisciplinary and intercultural forum for the solution of practical problems and challenges in research and development.

Information and Contact

The Symposium is arranged by QFD-Institut Deutschland e.V. in collaboration with the International Council for Quality Function Deployment (ICQFD), the Universität Stuttgart and the Fraunhofer Institute for Manufacturing and Automation, IPA.

<http://www.qfd-id.de/isqfd2011>
symposium@qfd-id.de

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Submissions

Papers reporting QFD application case studies as well as research papers are invited. Paper selection will be made on the basis of overall quality, interest to symposium attendees, relevance to the conference, originality and depth of the work, value of contribution to the QFD world and commitment to in-person presentation at the Symposium.

Application Papers are defined as papers reporting QFD implementation within your company on your own product, business process or service, accompanied with empirical data. The author(s) should have been directly involved with the project / example that is being reported. Application Papers should include the methods of data collection, data source and methods of QFD analysis to the extent and form permissible for public disclosure (evidence substantiating the application of QFD).

Papers and presentations are to be in English.

Academic Papers, Research Papers, New Methods Proposal, Hypothetical Case Reports and Research Proposals should be founded on sound QFD knowledge, have a clear theoretical base and include supporting data.

Consultant Papers should include supporting data, methods of data collection or data source and methods of QFD analysis. Acceptance priority shall be given on presentations by clients as it is preferred by our audience.

Deadlines

Paper Proposals (Abstract):	March 1st, 2011
Final Paper:	May 15th, 2011

17th International QFD Symposium (ISQFD'11)

Achieving Sustainability with QFD

September, 21th - 23rd 2011
in Stuttgart, Germany

QFD Institut Deutschland e.V. (QFD-ID)



Highlights

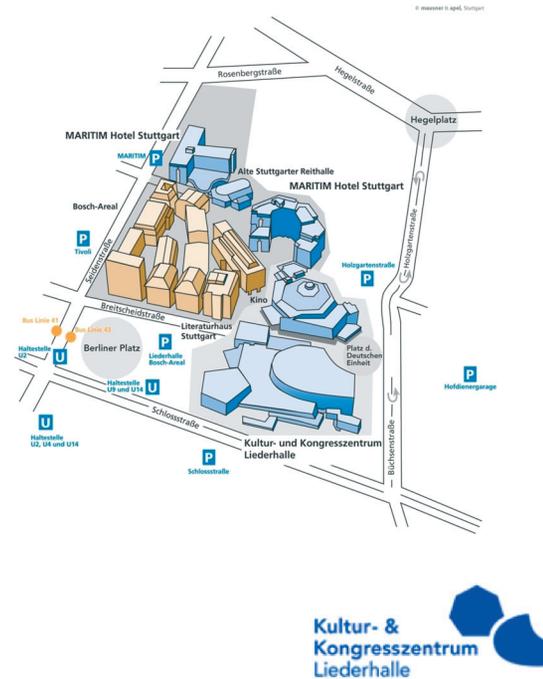
The Symposium represents the most important academic event in the matter of QFD by far and occurs yearly. Especially it offers the rare opportunity to get in contact with Yoji Akao, the (joint)inventor of QFD, and Glenn Mazur, the worldwide “voice of QFD”. The key note speech will be held by Engelbert Westkämper, Head of Fraunhofer Institute for Manufacturing and Automation, IPA.

Conference Venue

The conference will be held in Stuttgart, one of the most innovative metropolitan regions in Europe with leading enterprises such as Daimler (Mercedes Benz), Porsche, Bosch and Fischer among others. Charmingly situated in the heart of Germany’s largest wine-growing regions, this vibrant metropolis fascinates visitors from all over the world. The state capital of Baden-Württemberg delights tourists not only by virtue of its magnificent panorama, its impressive gardens and parks, its fine squares, splendid places and buildings in a wide range architectural styles, but also by its cultural diversity. The Akao prize dinner will be held in the New Castle which is depicted below.

The Symposium will take place in the Kultur- und Kongresszentrum Liederhalle. In the middle of Stuttgart, it has become a permanent fixture for the intensive exchange of ideas between economics and science:

<http://www.liederhalle-stuttgart.de/english>



The elegant MARITIM Hotel Stuttgart is the permanent partner of the Kultur- und Kongresszentrum Liederhalle. Therefore, we recommend you to put up at this hotel during the Symposium. It is affordable and located in a convenient place in the city. It is not far from the main railway station and the cultural attractions of the lively city. Opposite the main railway station you find the Königstraße where you can take a walk through Europe’s longest shopping-pedestrian precinct (1200 m), which is divided into two parts by the magnificent Schlossplatz (Palace Square). Next to the street reside some lodestones such as the Old Castle which dates back to the 10th century, the New Castle built by Duke Carl Eugen von Wuerttemberg (1744 - 1793), the Königsbau building in the Late Classical style of architecture or the Stuttgart State Gallery, an art museum of international renown.

If you want to experience something special please visit the Cannstatter Volksfest with its long traditions, where the Stuttgarters celebrate, together with millions of guests, one of the most beautiful and largest beer festivals and fairs in the world: the opening celebration, when the barrel is tapped, takes place on September, 23rd 2011.

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