

**JUSE INTERNATIONAL SEMINAR ON TQM FOR
SHENZHEN OCEAN'S KING LIGHTING SCIENCE & TECHNOLOGY CO., LTD.**

January 25-February 2, 2010

January 27 (Mon)

09:20-09:30	Welcome Address	JUSE Executive
09:30-12:30	Reinforcement of Sales activities, and Creation of	Mr. Y. Yamamoto, Former Advisor to
13:30-16:30	Customer Value by TQM	Chiba Nissan Motor Company

January 26 (Tue)

09:30-12:30	Quality Assurance at Sales(Service) Divisions	Mr. N. Kaneko, Service Quality Management Ltd.
13:30-16:30	Quality Function Deployment	
17:00-19:00	Exercise: QFD	

January 27 (Wed)

09:30-12:30	Sales Promotion that Enhances the Customer	Mr. T. Eiga, Y-GAYA Juku
13:30-16:30	Satisfaction	
17:00-19:00	Exercise: Mapping and its Methods	

January 28 (Thu)

09:30-12:30	Small Group Activities at Sales and Service	Mr. K. Ichikawa,
13:30-16:30	Divisions	Power-Up Institute
16:30-17:00	Closing Ceremony	

January 29 (Fri)	13:30-16:30	Company Visit (1)	Calbee Foods Co., Ltd. Chushikoku Company (Hiroshima)
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January 30 (Sat) Sightseeing in Hiroshima

January 31 (Sun) Sightseeing in Kagawa

February 1 (Mon)	14:00-16:30	Company Visit (2)	Mitsubishi Electric Cooperation (Hyogo)
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February 2 (Tue)	13:30-16:30	Company Visit (3)	Yanmar Co., Ltd. (Hyogo)
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