



CENTURY INTERNATIONAL QUALITY ERA AWARD

14th International Quality Convention GENEVA March 10 - 11, 2012

B.I.D. - 26 YEARS OF QUALITY CULTURE RECOGNITION WORLDWIDE

Jose E. Prieto

PRESIDENT AND CEO OF
BUSINESS INITIATIVE DIRECTIONS

AND

Dayle L. Fickling

PRESIDENT AND CEO
OF IMARPRESS

take great pleasure in informing

QA TECHNIC

that it has been awarded the

GOLD CATEGORY
GENEVA 2012

CENTURY INTERNATIONAL QUALITY ERA AWARD

INTERNATIONAL QUALITY CONVENTION

The Gala Dinner and Awards Ceremony will take place at
the Intercontinental Convention Hall in Geneva, Switzerland

INTERCONTINENTAL GENÈVE HOTEL (7-9 CHEMIN DU PETIT-SACONNEX, CH-1211 GENEVA 19)

DATE: SUNDAY, MARCH 11, 2012, TIME: 18:30

The B.I.D. award has appeared in previous years on Television and in various media facets on all continents.

The event will be attended by members of the diplomatic corps and international businessmen, professionals in economy and the arts, members of the press, and experts in public relations and television.

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Regulations of the COE Award

Articles of the Century International Quality ERA Award regulations. Complete information:
www.worldquality.org

Definition of the award:

The Century International Quality ERA Award (COE) of Business Initiative Directions (B.I.D.) is presented in recognition of those companies or organizations in different countries throughout the world that further their reputation and position by implementing and promoting quality culture.

Article 1

The award recognizes and encourages the contribution of companies and organizations to quality, continuous improvement and customer satisfaction as well as improving relations with employees, suppliers and all those associated with the company.

Article 8

The jury which designates the companies awarded will be formed by the leaders of those companies having received the award in previous years for their merits and contributions to quality

and excellence in those companies which they direct.

Article 10

Special presentation options, previously confirmed, will be recorded in multimedia format during the ten days prior to the award presentation.

Article 11

From 12 noon on the day of the awards presentation until 12 noon of the following day, all of the official activities of the International Quality Convention will be covered by B.I.D. accredited videographers and photographers.

Delegation of the awarded company:

B.I.D. presents the award in Geneva to the owner, CEO, president, or general director of the awarded company who may be accompanied by persons related to the awarded company. B.I.D. will provide support for visa application for up to two of the highest-ranking persons of the delegation.

Visas to travel to Geneva, Switzerland:

Important: The company representatives who will receive the award in Geneva must apply for a visa in the nearest Swiss Consulate or

Embassy as soon as possible. Obtaining a valid visa for travel to Switzerland to attend the Convention is the sole responsibility of your company representatives before the Swiss authorities. You should contact the Embassy in advance for an appointment for an interview. If you hold a valid Schengen visa for another country you can use it to travel to Switzerland.

Videos and photographic sessions (please consult):

Specialized media companies and independent press agencies will cover a variety of different aspects of the convention, which will include attendees and the awards presentation. If your company is interested in obtaining a recorded film covering the most important scenes of your company representative's participation in the ceremony, you must contact B.I.D. before the gala dinner and Awards Ceremony.

B.I.D. worldwide:

B.I.D. Business Initiative Directions has awarded companies and professionals from 178 countries since 1986. Every year, the mass media broadcasts the news item concerning the

Convention to the benefit of award winners and the companies which they represent. B.I.D. organizes events and publishes newspapers, books, magazines and television in English, Spanish, French, Portuguese and Russian. The focus is on company policy in the areas of quality, national and international commerce, new products, and financial resources in industry and the service sector. B.I.D. clients range from large corporations to companies with a local market.

B.I.D. in the press:

The importance of B.I.D. is growing year by year in the world of business communication, shown by full-page appearances in leading business sector publications. In fact, the newspaper *Cinco Días*, publisher of a daily section of the *Wall Street Journal*, featured three full pages and one double page dedicated to B.I.D. One of the photographs included was of Jose E. Prieto, President of B.I.D., with Bill Clinton, 42nd President of the United States of America. In addition, the BBC World Service radio station in London broadcast news about the B.I.D. QC100 in Geneva,

and television channels from several countries have interviewed Jose E. Prieto at different B.I.D. International Quality Conventions.

Welcome to Geneva:

Geneva is a cosmopolitan city including an area of influence inhabited by nearly 1 million persons, where you can find some of the best business opportunities in the world. The Intercontinental Genève Hotel is located minutes away from one of the most important financial centers of the world, headquarters to Switzerland's largest corporations and home to the United Nations.

Office Hours (Year Round):

Our office hours from Sunday to Friday are from 9 a.m. to 8 p.m. (20:00). Contact through fax or e-mail can be made at any time of the day or night.

Special B.I.D. office:

In Geneva, during the Convention on March 10 and 11, B.I.D. is pleased to offer a full-service office staff inside the Intercontinental Genève Hotel, from 10 a.m. to 6 p.m. (18:00) to aid you in the Convention registration as well as in your hotel accommodations.