

Organizers:




Co-organizer:



Founding Member of Asian Network for Quality (ANQ)
Founding Member of World Alliance of Chinese Quality (WACQ)

Webinar on: A Framework of “Use” for QFD

19th March 2022 (Sat) from 10:30am to 12:00pm

Introduction	<p>From the time it was introduced, Quality Function Deployment (QFD) has been emphasizing the importance of exploration of needs. Although this advocate was made more than half a century ago, it is growingly important to today's applications. Over the years, need exploration has elaborated from an essential effort for developing a successful product or service to a required responsibility for maintaining our society and sustaining our living planet. To help make plans for conducting need exploration, it is very necessary to have a framework for addressing the issue of “use” in a more holistic manner so that QFD teams could draw up well-thought-out plans to collect data and customer/user voices when making projects with product and service development.</p>	
Speaker	<p>Catherine Y. P. Chan PhD 2019 Akao Prize® Recipient President, Hong Kong QFD Association Secretary General, Asia QFD Association Council Member, International Council for QFD Exco Member, HKSQ</p>	
Venue:	Zoom	
Fee:	Free of charge, priority for organizing bodies members and supporting organizations	
Max number of participants:	100 for online (Zoom)	
Language:	Chinese (Cantonese) (Some with English Terminology)	

For Registration, please click [here](#) or visit the following link:

<https://forms.gle/STTQjci7oLcxqLM96>

Deadline for enrollment: Thursday, 17th March 2022

Don't miss this opportunity. Number of seats is limited. ACT NOW!