



PRESS RELEASE

Latin American Quality Institute joins effort with Iranian Society of Quality Managers to emphasize the business quality.

Iranian Society of Quality Managers will develop quality projects with LAQI

Panama City, October, 2008. Latin American Quality Institute announces the adherence of Iranian Society of Quality Managers in the way of excellence, innovation and performance to support the quality programs and the initiatives to undertake.

Through this latest alliance will provide the major elements to create specialized projects with the aim to increase the awareness and to disseminate a culture of excellence and quality.

The association is the point of reference for the reciprocity of quality projects to ensure that members continue to lead in the context of continuous changes, besides the exchange of experiences that enrich both organizations.



Hesameddin AREF KASHFI founder and president of **Iranian Society of Quality Managers** said: "The world is becoming flatter and flatter and much more connected every year and quality is taking broader functions and responsibilities. Due to ever-increasing rate of globalization, quality organizations need to join together and develop synergy to overcome the vital challenges they are facing with towards improving quality of life and welfare of their communities as well as their contribution to the same at global level".

Daniel Maximilian Da Costa, CEO of LAQI asserted: "The organizations recognized that we are invaluable responsibilities focused in build the precise quality tools. The programs to develop with Iranian Society of Quality Managers recognized the new challenges and he keys strategies to support the Latin American companies".

In this way, it is a compromise in the field of quality assurance looking the continuous improvement to reach a high level of quality in all actions realize by our members.

**Press Department
Latin American Quality Institute**