



**Important Message from the APQO President**  
**The 9th ICQM / 14th APQO International Conference**  
**“New Quality Roles and Global Community”**  
**Tehran, Iran August 23-25, 2008**

This is once in a lifetime opportunity to increase your knowledge, update your skills tool box, enhance your learning skills, top up your professional bank balance, recharge your batteries and rewards your body and soul. You do not need to travel the world for weeks and months in search of good conferences to meet excellent world class speakers and experts; this all has been arranged for you under one roof, by the conference Honorary Chair Dr. James Harrington, the world’s quality guru, and the conference President Hesam Aref Kashfi. The conference program includes many aspects of quality in which leadership, business outcomes, healthcare, quality of life and spirituality are just few to name.

This very important event is not a normal conference where attendees come, listen and go home. In this conference you will have the opportunity to meet the world renowned best in class speakers, exchange views, expand your global network of professional friendship and develop synergy for challenges ahead.

Beside the conference excellent program, you will dive into the rich culture and thousands of year’s history. You will be able to walk back into the history and discover the glory of historical sites like Ispahan, Shiraz, Persepolis and old Persia. You won’t only love this unique conference but will fall in love with the beauties of whole Iran.

Every step of the walk you will sense and see this country's extraordinary evolutionary history, rich culture and civilization and its warm and welcoming people right in front of your eyes. The Iranian well-known and unique hospitality and friendship await you in Tehran

Please do visit [www.apqo.org](http://www.apqo.org) and [www.qm-conference.com](http://www.qm-conference.com) for more details.

I am looking forward to greeting and meeting you in Tehran and share this once in a lifetime experience with you.

Best regards,

Shan Ruprai

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Chairman, Australian Organisation for Quality NSW,

Chairman, Australian Institute of Business Improvement,

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