

SIX SIGMA

FOR Chemicals & Pharmaceuticals

Conference: 6th & 7th September 2005
Workshops: 5th September



BRUSSELS - Crowne Plaza Brussels City Centre

Discover from world-class organisations how they have committed to Six Sigma and dramatically improved their processes, products and services.

KEYNOTE PRESENTATION

Marcel Kranenburg Quality Director & Master Black Belt
GE ADVANCED MATERIALS - EUROPE NETHERLANDS



KEYNOTE PRESENTATION

Michael E. Rusak Organisation Champion for Continuous Improvement
AIR PRODUCTS AND CHEMICALS, INC. USA



4 Workshops Provide Fundamental Six Sigma Knowledge

A IN-DEPTH INTRODUCTION TO SIX SIGMA DEPLOYMENT FOR THE CHEMICAL & PHARMACEUTICAL SECTOR

led by SIX-WINNERS CONSULTING

B SIX SIGMA PROJECT SELECTION AND EXECUTION

led by ETHICON ENDO-SURGERY

C DASHBOARDS: DRIVING STRATEGIC BUSINESS OUTCOMES THROUGH SIX SIGMA

led by VALEOCON MANAGEMENT CONSULTING

D BUILDING A SUCCESSFUL DEPLOYMENT OF DFSS

led by DUPONT TEIJIN FILMS

Case Studies from:

Marcel Kranenburg
Quality Director & Master Black Belt
GE ADVANCED MATERIALS - EUROPE NETHERLANDS

Bruce Richardson
Shell Sigma Global Deployment Champion
SHELL INTERNATIONAL, UK

Judith Garcia Galiana
Director Six Sigma EMEA
3M, BELGIUM

M. Janovjak
Director Strategic Development & Business Process Excellence
CILAG JOHNSON & JOHNSON SWITZERLAND

Mike Witt
QC Laboratory Supervisor
SCHWARZ PHARMA, USA

Dr Carl-Alexander Scheef
Head of Ointments Production and Packaging
BAYER HEALTHCARE, GERMANY

Jukka Silén
Manager, Head of R&D
MUOVIPOLI LTD, FINLAND

John Coggins
Master Black Belt - SUN CHEMICAL, UK

Berthold Muller
MBB, Quality & Six Sigma Leader Europe & Asia
OWENS CORNING, BELGIUM

Hans Boerstra
Change Manager
SHELL NETHERLANDS CHEMICALS NETHERLANDS

Claes Berlin
Quality Director
SAAB ERICSSON SPACE, SWEDEN

Chet Damania
Master Black Belt
ETHICON ENDO-SURGERY, USA

STPÉPHANE BRAQUET
QLP/DMAIC Manager
BAXTER BIOSCIENCE, BELGIUM

Dr. Ingolf Stückerath
Head of Industrial Excellence & Master Black Belt - SANOFI-AVENTIS, GERMANY

Andrew Ruddick
Six Sigma Champion
DUPONT TEIJIN FILMS, UK

Martin Wright
European Development Planner
DUPONT TEIJIN FILMS, UK

Jaap van den Heuvel
MD, MBA, General Director
RED CROSS HOSPITAL, NETHERLANDS

Michael Rusak
Organisation Champion for Continuous Improvement - AIR PRODUCTS AND CHEMICALS INC. USA

Marius Buiting
Past President and Fellow of the ESQH
EUROPEAN SOCIETY FOR QUALITY IN HEALTHCARE, NETHERLANDS

Richard Postlethwaite
Lean / Six Sigma Coach
BOOTS MANUFACTURING, UK

Enzo Di Nunzio
Managing Director - SIX-WINNERS CONSULTING, SWITZERLAND

Steven E. Crom
Managing Partner
VALEOCON MANAGEMENT CONSULTING, GERMANY

Jean-François Guillard
Senior Associate
VALEOCON MANAGEMENT CONSULTING, GERMANY

Hans-Georg Kucharski
Senior Associate
VALEOCON MANAGEMENT CONSULTING, GERMANY

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CONTRACTlaboratory

Maximise and transform your business processes to successfully meet tomorrow's challenges, increase profitability and ensure success

Pharmaceutical companies that are stuck in their ways will go the way of the dinosaurs.

(American Pharmaceutical Review, April 2002)

In today's increasingly competitive global marketplace, companies cannot afford errors or inefficiencies

The adoption of Six Sigma is rapidly increasing amongst chemical and pharmaceutical companies. It is now recognised by the forward thinking as THE legitimate way to meet current pressures whilst reporting dramatic monetary gains.

The Six Sigma process management tool has great potential for the pharmaceutical industry. The right technology linked with a new management strategy will be vital for the survival of pharmaceutical companies in the 21st century.
(American Pharmaceutical Review, April 2002)

We think Six Sigma will become an admission ticket for doing business in the chemical industry.
(Chemical Market Reporter, 15 September 2003)

Speed and variation in support activities, such as maintenance and quality assurance, can have a profound impact on the overall operating performance of any chemical process.
(ChemicalProcessing.com, October 2003)

Combining process reengineering and Six Sigma with integrated electronic data capture and data management is a unique opportunity for pharmaceutical companies to turn the painfully slow and cumbersome clinical research process into a modern production operation.
(American Pharmaceutical Review, April 2002)

Find out for yourself how you can use Six Sigma to address today's challenges to ensure you are not left out of tomorrow's business transactions.

REGISTER TODAY for Six Sigma for Chemicals and Pharmaceuticals.

Call +44 1603 283 596 and secure your place at Six Sigma for Chemicals & Pharmaceuticals

About Our Sponsors: Valeocon

VALEOCON
MANAGEMENT CONSULTING

Valeocon - Direct the Power. We concentrate on helping clients achieve

lasting business results. To determine what business results are most meaningful, we help clients formulate and implement business strategies. To achieve business results, we help clients change the way work gets done - drawing on our process excellence experience. To ensure the results achieved are lasting, we help build the client's capability to manage change and continuously improve - enabling people to develop and realise more of their full potential. A common element in all of the above is the question, "how to create greater value for/with customers?" We help clients bring the voice of their customers into decisions regarding strategy, process improvement and organisation development. As "expert-coaches" we help clients achieve specific measurable results while ensuring that they "are in the driver's seat" and acquire in working with us, skills that strengthen both individuals and the organisation as a whole.

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Testimonials from delegates who attended IXPERION's 2004 Six Sigma in Chemicals & Pharmaceuticals event in Geneva:

"Excellent speakers. Great quality and variety of organisations. Seemed to be something for everyone - beginners & experts."

AstraZenica

"Most useful were the different perspectives on Six Sigma, good overview and good presentations."

Bayer AG

"Very good and interesting mix of delegates. Great opportunity to discuss experiences during breaks and dinner. Excellent selection of topics presented by speakers."

Novartis

"Very good networking opportunities, excellent location."

Schwarz Pharma

"Becoming exposed to, and interacting with, other companies of status, for experiences and thoughts, was most beneficial."

Aventis

Register before 19th August and save up to €605!

Welcome to Brussels Europe's Capital City

Join us in Brussels for
Six Sigma for Chemicals & Pharmaceuticals 2005



Described as the 'Crossroads of Europe', Brussels plays a vital role as an economic, business and political centre.

Whilst in Brussels why not take in the city's 1000 years of history and enjoy its lively and international flair. You will be spoilt for choice with the wide range of restaurants, museums, bars, events, entertainment and architecture on offer.

Six Sigma for Chemicals & Pharmaceuticals will be held at the **Crowne Plaza Brussels City Centre.**

To take advantage of the discounted accommodation rates available at the Crowne Plaza call +32 2 203 6200 quoting **IXPERION - Six Sigma Conference.**



EARLY BIRD DISCOUNT Register before 19th August and save up to €605

Six Sigma Workshops: Monday 5th September 2005

Pre-Conference Workshops: Monday 5th September 2005

In-depth Introduction to Six Sigma Deployment for the Chemical & Pharmaceutical Sector

Workshop A: 9:00 - 16:00

Find out how to implement Six Sigma as a future growth driver in your company. This interactive workshop is especially developed to avoid traps and structural issues that result from errors easily made at the initial planning stage. As with any major building project, the foundation must be laid first to provide a solid basis for successful implementation. You will discover the real power of Six Sigma through total management commitment on all business levels of your operations.

- The untapped opportunities to achieve Six Sigma brilliance in your company
- How to align strategic business objectives with Six Sigma
- The successful screening and assignment of workable Six Sigma projects
- The development of a sound Six Sigma training programme:
 - How to select the right people as Black Belt candidates
 - How to train project team members as Green Belts
 - How to train managers at Green Belt competency level
- Raising Six Sigma awareness for all employees - "Make quality an everyday activity!"
- Continuous coaching for Six Sigma Belts and the Management team in order to eliminate errors and generate substantial savings

At the completion of this hands-on workshop all attendees will have an understanding of:

- The outstanding results you can expect from Six Sigma rollout in your company
- The initial and continuous quality efforts required to achieve and to maintain these results
- "Who needs to do which things, and in what order?"
- The number of Six Sigma Belts your company needs to get the most out of your Six Sigma rollout

We will look in detail at how Six Sigma provides you with the right quality tools to optimise your business performance in today's hypercompetitive marketplace. These are results you can take back home to your company to achieve dramatic improvement.

Facilitator: Enzo Di Nunzio, Managing Director, SIX-WINNERS CONSULTING

Enzo has a strong background in leadership and business development. He worked at GE for seven years as part of the leadership team in the capacity of European Quality Leader & Key Projects. As a GE trained and certified Quality Leader, he introduced Six Sigma and trained Leadership Teams and dozens of Six Sigma Belts, leading initiatives and guiding process improvement / redesign teams who lead in a positive cultural change as well as multi-million quality net incomes.



Six Sigma Project Selection and Execution

Workshop B: 8:00 - 11:00

The success of your Six Sigma initiative depends on accurate selection and management of the right Six Sigma projects. This practical workshop will give participants the opportunity to set up a successful strategy to identify suitable projects, and to specify criteria for project measurement and control.

- Company strategy and Six Sigma - How to integrate improvement projects with your business objectives
 - Identifying pitfalls of project selection in manufacturing and transaction
 - Examine your toolbox - What do you need to reduce variation?
 - Exploring affordable and beneficial Six Sigma Projects
 - Successful project completion and production deadlines - How much time should you allow for each project to be completed and monitored?
 - The role of Black Belts and Master Black Belts in the selection process
- Attendees will discover how to concentrate efforts back home on the right targets to achieve lasting quality value in your enterprise.

Facilitator: Chet Damania, Master Black Belt - ETHICON ENDO-SURGERY

Mr Damania obtained his M.Sc. in Engineering Management, at the Milwaukee School of Engineering in 1991, and his M.Sc. in Mechanical Engineering from the University of Rhode Island, in 1986. He is specialised in:



- Leading strategic and tactical cross-functional Six Sigma Projects in Operations
- Leadership in cross-functional teams on concurrent process engineering to exceed customer expectations, cost, quality, service and schedule targets.
- Hands-on experience in Project/Team Management, Design and Process Scorecards, Global Supply Chain, Process Controls/Quality Systems, Customer-Vendor Relationship

Dashboards: Driving Strategic Business Outcomes Through Six Sigma

Workshop C: 11:30 - 14:30

Dashboards are a vital tool in getting the greatest business impact from Six Sigma. In this interactive workshop, participants use a nine-step approach to creating and validating business dashboards: process-oriented leading indicators of business performance. They learn how to link strategic objectives with causal drivers. Guidance is given on picking the right level KPI's. The workshop provides practice advice on using dashboards to select high-impact projects. Participants leave with an appreciation of how dashboards help managers proactively direct day-to-day operations and improvement efforts without micro-managing. Dashboards are one of the ways of taking Six Sigma beyond projects by weaving Six Sigma thinking into daily operations.

Facilitator: Jean-François Guillard, Senior Associate - VALEOCON MANAGEMENT CONSULTING

Mr. Guillard is a certified Black Belt and Master Black Belt from GE Six Sigma Quality Training Program. Prior to joining Valeocon in 2004, Mr. Guillard worked for four years in the Pharmaceutical industry and 11 years in the Engineering Plastics industry, where he acquired extensive experience in various functional areas such as Product Development, Product Management, Business Development and Process Excellence. In his most recent position, Mr. Guillard worked with the top executives from Johnson & Johnson Pharmaceuticals, to define and lead the implementation of a company-wide performance improvement initiative. He conducted leadership orientations within all the operating companies in the EMEA region, to promote and implement process management principles. He led the deployment of company dashboards as well as Lean and Six Sigma tools for the pharmaceutical production, and commercial organisations.

Building a Successful Deployment of DFSS

Workshop D: 15:00 - 18:00

Product innovation is at the core of the strategy for many businesses in the Chemicals and Pharmaceuticals industries. Increasing the success rate of product development, speeding up time to market, making more effective use of critical R&D and marketing resources, reducing development costs, focussing on the "Winners" - these are very common themes for many involved in the innovation process. DFSS is a very powerful tool that helps a business grapple with these issues and deliver a real improvement in its product development capability. In this highly interactive workshop we will build together a roadmap for DFSS implementation success that takes on the learning and experiences of participants and facilitators.

- Assessing your current innovation capability and need for change
- Building Sponsorship for DFSS implementation
- Tailoring implementation to the business needs
- Integrating DFSS with existing stage-gate processes
- Critical resource and training needs
- Ongoing governance

You should expect to leave the workshop with a framework for implementation and some deployment tools that help you shape a DFSS implementation tailored to your business. You will also hear about potential pitfalls and key learning points that should help you accelerate the benefits delivery.

Note - this workshop assumes a basic understanding of DFSS concepts.

Facilitators: Andrew Ruddick, European Six Sigma Champion - DUPONT TEIJIN FILMS

Andrew has been involved with Six Sigma since the start of the corporate implementation in DuPont in 1999, and has a background in product development, business process re-engineering, and change management. In 2000 Andrew was involved in establishing the DFSS programme in Dupont and also has particular expertise in applying Six Sigma to Sales and Marketing and Top Line Growth.

Martin Wright, European Development Planner DUPONT TEIJIN FILMS

Martin has been involved in Six Sigma since 2001, working to integrate Six Sigma and DFSS into an existing new product development phase review process. Since 2002 Martin has been involved in the development and deployment of the Innovation stream of Six Sigma and DFSS throughout the Technology community in Europe and the US.

EARLY BIRD DISCOUNT Register before 19th August and save up to €605

Six Sigma for Chemicals & Pharmaceuticals

First Day: Tuesday 6th September 2005

Choose from two Streams of presentations, specially created to ensure that you and your company gain optimum benefits from this two-day conference.

Stream A is a **DISCOVERY TRACK** and has been specifically developed for those on a path-finding mission, or in the early stages of their Six Sigma journey. These presentations provide the knowledge necessary to ensure Six Sigma success within your company.

Stream B's topics have been carefully selected for the **TECHNICAL TRACK** and adapted for the more experienced. These in-depth presentations, from Six Sigma leaders, will provide you with valuable insights and knowledge that your company cannot afford to miss.

www.ixperion.com

8:00 Registration and Coffee

9:00 Chairman's Opening Remarks
Steven E. Crom, Managing Partner
VALEOCON MANAGEMENT CONSULTING



9:15 Engage Your People With Six Sigma

The information is widely spread over the world now: Six Sigma is a key business strategy leading to breakthrough improvements that definitively have a positive impact on the bottom line. In all these companies, an elite of Black Belts and Green Belts are hunting the most important problems in order to find sustainable solutions and save the company hundreds or millions of dollars a year.

Complementary to this approach, there is another way that is used quite seldom. In fact, each organisation has many people and just few Black Belts or Green Belts. There is a mass of untapped resources left aside: we train them as White Belts. In a high performance organisation, they all improve their processes. Each project is more modest in value, but the number of these projects can be huge and thus, their impact on the bottom line is important. In addition, this broad improvement effort leads also to high engagement and motivation of the workforce which leads really to a virtuous circle. Berthold will present how Owens Corning has achieved this extraordinary result in its Indian plant.

Berthold Muller, MBB, Quality & Six Sigma Leader for Europe & Asia
OWENS CORNING

KEYNOTE PRESENTATION

10:00 From Compliance to Science-Based Capability

Six Sigma is aligned with the pharmaceutical and chemical companies' commitment to quality and meeting regulatory requirements. The best way to ensure product quality is to make the product right every time through capable processes. It means gathering evidence that shows processes are under control, or allow process changes which can be demonstrated to eliminate the causes of non-conformity. The regulatory authorities recognise this and are preparing to change the emphasis of quality systems to require statistical demonstration of process capability and allow rational changes of processes to achieve this. Six Sigma is the state-of-the-art approach to achieving better quality and more predictable product releases. Moreover, it will position companies as industry leaders in the eyes of regulators by demonstrating science-based process capability.

Steven E. Crom, Managing Partner
VALEOCON MANAGEMENT CONSULTING



10:45 Networking Morning Coffee Break

11:15 Implementing a Quality System to Improve On-time Delivery

Prior to the implementation of any performance measurements, it was estimated that the laboratory at Schwarz Pharma's Seymour, Indiana manufacturing facility delivered test results on time only 15% of the time. After implementation of the subject system, the performance increased to 90%. This case study provides an overview of how this drastic change in performance was achieved. The change process is evaluated, and key points are identified for you to take home and use. Key points addressed include:

- The success story - 15% to 90%
- What we learnt on the journey
- Where we are going from here
- How this relates to Six Sigma

Mike Witt, QC Laboratory Supervisor
SCHWARZ PHARMA



12:00 Ask the Experts Q&A Panel Discussion

Your opportunity to pose questions to experienced deployment leaders. Amongst the topics to be discussed: Why do so many Chemical and Pharmaceutical operations stagnate at 3 to 4 Sigma? Where next for Six Sigma in Chemicals and Pharmaceuticals?

Richard Postlethwaite, Lean/Six Sigma Coach
BOOTS MANUFACTURING

12:45 Luncheon

14:15 How Can Six Sigma Help You Achieve World-Class Operational Excellence?

Strategic Planning, Operational Strategies, Project Selection, Operating Mechanisms, Organisational Structure and Continuous Improvement Teams are core elements which enable the deployment of a successful World-Class Operational Excellence culture. Many organisations are engaging in Six Sigma to make significant progress towards this standard.

- Can Six Sigma alone bring you to this level?
- How can existing continuous improvement initiatives be used to accelerate the deployment of Six Sigma in an organisation?

This session will take you through the key requirements in a Six Sigma deployment strategy that could prove vital in aiding the success of your company towards World-Class Operational Excellence.

Stéphane Braquet, QLP/DMAIC Manager
BAXTER BIOSCIENCE



Six Sigma for Chemicals & Pharmaceuticals

First Day: Tuesday 6th September 2005

LEARN and SIX SIGMA Technical Track

KEYNOTE PRESENTATION

14:15 Lean and Six Sigma: Generating Improvements in an R&D Analytical Laboratory

Air Products and Chemicals, Inc. is a global company with leading market positions in industrial and electronic gases, related equipment and services, and selected chemicals. The organisation's early process improvement efforts have developed into a single company approach based upon a merger of Six Sigma and Lean Manufacturing methodologies. Key components include tools, learning, focus, people and leadership. While these efforts have been in place for many years, there has been a reluctance to accept those efforts into "non-manufacturing" and particularly laboratory activities. This presentation will address the methodology currently employed to identify and implement improvement opportunities and how this approach was successfully applied to the analytical laboratories.

Michael E. Rusak, Organisation Champion for Continuous Improvement
AIR PRODUCTS AND CHEMICALS, INC

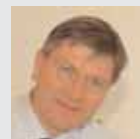


Discovery Track

15:45 Extending Six Sigma to the Customer - Implementing Six Sigma in a Hospital

Although quality management is not new to hospitals, more and more are now turning to Six Sigma in order to achieve a higher rate of improvement and more substantial savings. The Red Cross Hospital in Beverwijk, amongst the first in Europe to implement Six Sigma, is one such hospital currently reaping the benefits. Jaap van den Heuvel will examine how his hospital is successfully approaching the challenges presented by service product development and will demonstrate how this has resulted in considerable cost savings and numerous quality improvements.

Jaap van den Heuvel, MD, MBA
General Director
RED CROSS HOSPITAL, NETHERLANDS



Discovery Track

15:00 Rolling Out Six Sigma in Chemical and Pharmaceutical Environments and the Common Challenges Faced

Rolling out Six Sigma within any organisation means substantial change. If implemented well the monetary results can be dramatic. But these gains rarely come without challenges. Dr Stückerath's presentation will provide an understanding of the main issues associated with embarking upon and sustaining a successful Six Sigma programme, and will equip you with practical advice to ensure that you are prepared to face these hurdles and thus reap the desired results.

Dr. Ingolf Stückerath
Head of Industrial Excellence & Master Black Belt - SANOFI-AVENTIS



Technical Track

15:45 3M Six Sigma

3M is a diversified technology company that provides innovative and practical solutions to people around the world. Six Sigma is an initiative at 3M that is fundamentally improving our business processes, helping us become more customer focused, and strengthening our ability to create and market new products. Today, Six Sigma is 3M's overarching initiative, and it continues to drive growth, reduce costs and increase cash flow in 3M businesses around the world. Judith Garcia Galiana will talk about 3M's deployment of Six Sigma and how we are implementing the tools and methodologies to achieve our business and financial goals.

Judith Garcia Galiana, Director Six Sigma
EMEA - 3M



Technical Track

15:00 Driving Supply Chain Improvement with Six Sigma

DMAIC is best focused on eliminating defects in individual processes. However, highly efficient supply chain operation requires much more than elimination of defects at individual points in the chain. In this presentation Andrew Ruddick will review some of the early learning Dupont Teijin Films gained in applying Six Sigma and Lean tools and techniques to the overall value stream, and will address the following issues

- The "voice of the customer" in driving supply chain design
- Evaluating your supply chain performance
- Working with your customer to drive overall performance improvement

Andrew Ruddick, Six Sigma Champion
DUPONT TEIJIN FILMS

Discovery Track

16:45 Using PROCESS EXCELLENCE to Improve Global Supply Chain

PROCESS EXCELLENCE is a breakthrough strategy that drives results in market penetration, customer satisfaction, organisational speed and cost of doing business. This presentation, with the use of a case study, will detail how this systematic method can be used to optimise key business processes, achieve desired business objectives and consistently meet customers' needs.

- What makes PROCESS EXCELLENCE work?
- Benefits of a unified approach
- Effective PROCESS EXCELLENCE deployment
- PROCESS EXCELLENCE Deployment Road-Map

Chet Damania, Master Black Belt
ETHICON ENDO-SURGERY



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CONFERENCE DAY 1: Tuesday 6th September 2005

Six Sigma for Chemicals & Pharmaceuticals

First Day: Tuesday 6th September 2005

DESIGN FOR SIX SIGMA Technical Track

16:45 From DMAIC to DFSS - Design for Six Sigma for New Product Development

The transition from initial Six Sigma to a programme that incorporates DFSS is a critical change for any organisation. On one hand, it suggests that Six Sigma has been successful in improving existing products and processes while at the same time it indicates that the company must move to a new level to sustain and enhance the gains made in Six Sigma. John Coggins will focus on his experience of how Sun Chemical, a major, diverse multinational company is starting out on DFSS, and how DFSS has taken Sun to a level where variation is reduced before it occurs in the entire new product development process.

- Establish which processes and tools work best
- Defining DFSS goals
- Higher price realisation & cost reduction
- Speeding time to launch
- Developing more products with better market focus

John Coggins, Master Black Belt
SUN CHEMICAL

17:30 Using Six Sigma to Generate Results in SMEs

No longer is Six Sigma seen only as an option for large organisations. An increasing number of SMEs are successfully implementing Six Sigma, and evidence has shown that they are reaping the results. Using first hand examples, Jukka Silen will examine how Six Sigma implementation in an SME varies to that of a larger company, and will detail how best to deploy Six Sigma on the necessary scale to meet the needs and limitations of the company concerned.

- Utilising Six Sigma implementation in the business network
- Different implementation, specific tools for SMEs?
- How to manage the change
- Accountability: A totally new way of understanding and communicating the commercial impact
- Real savings and revenues
- Gaining competitive advantages
- Examples of success stories in SMEs exploiting Six Sigma

Jukka Silén, Manager, Head of R&D
MUOVIPOLI LTD (Development Centre for Plastics Industry in Finland)



18:15 Chairman's Closing Remarks

18:20 End of First Conference Day



19:00 NETWORKING DINNER

All conference participants are invited to a complimentary three course networking dinner. Relax and unwind with your colleagues in an informal environment.

Register before 19th August
and save up to €605!

Why you should attend IXPERION's 2nd Annual Conference

Six Sigma in Chemicals and Pharmaceuticals

The chemical and pharmaceutical industry began to sit up and take notice of Six Sigma in the mid-1990s. Many firms are now taking hold of the disciplined, data-driven methodology to eliminate defects in any process. These companies are actively driving toward six standard deviations between the mean and the nearest specification limit.

"Six Sigma is alive and well at DuPont," adds Don Linsenmann, DuPont's vice president and Six Sigma corporate champion. "It is not an abstract concept, but a well-managed process of execution."

*Effective Six Sigma implementation can prove challenging, however. **A simple out-of-the-box solution is not available.***

*The biggest challenge in an early implementation is to get people aligned with the approach. Six Sigma is a rigorous data-based, disciplined process of improving processes. **People must see Six Sigma as a how and not a what.***

Early on, Six Sigma was delivering results for discrete parts manufacturing, and a typical comment was that it could not apply to continuous manufacturing processes. It became clear that Six Sigma was delivering benefits in chemical plants but many still considered the quality tool suitable only for manufacturing. But Six Sigma is a far reaching quality initiative also suitable for transactional processes.

Those corporations that see it as a business strategy that applies to all functions have reaped tremendous gains for their shareholders, their employees and their clients.

*Once a chemical company gets past the initial doubts and concerns regarding such a complex undertaking, the rewards and benefits of Six Sigma certainly will seem worth the effort. But Six Sigma does not work all on its own. **The companies that embrace the methodology as a part of their core business process will continue to grow.** The challenge then becomes sustaining that profitability. Will Six Sigma continue to deliver five, 10 or even 20 years from now?*

Nevenka Jevtic, on www.chemicalprocessing.com

IXPERION's 2nd Annual Six Sigma for Chemicals & Pharmaceuticals will provide insights from DuPont, GE Advance Materials Europe, Aventis Pharma, Sun Chemical, Johnson & Johnson, 3M, Bayer Healthcare, Air Products & Chemicals, Shell International, Owens Corning, Schwarz Pharma, Baxter Bioscience, Boots Manufacturing and other leaders in the field of Six Sigma implementation.

Register online www.ixperion.com or call +44 1603 283596

Six Sigma for Chemicals & Pharmaceuticals

Second Day: Wednesday 7th September 2005

8:00 Registration and Coffee

9:00 Chairman's Opening Remarks

A short summary with the key points of Tuesday's presentations will proceed today's sessions.

**Hans-Georg Kucharski, Senior Associate
VALEOCON MANAGEMENT CONSULTING**



DOUBLE SESSION KEYNOTE PRESENTATION

9:15 Six Sigma Rollout in a Diversified Multi-National Organisation

This presentation from GE Advanced Materials will refer to a detailed case study on how a successful Six Sigma rollout is centred on the merged model of Change Acceleration Process (CAP) and Design for Six Sigma (DFSS).

- Discussing the problems associated with rolling out Six Sigma
- CAP, a structured process to accelerate a cultural change
- DFSS, a structured process to accelerate a technical change
- Developing a CAP/DFSS based model to ensure a structured roll out of Six Sigma
- Ensuring a sustainable roll out through:
 - Management awareness
 - Leading by example
 - Project selection mechanism
 - Business decisions based upon data analysis instead of data
 - Roles and responsibilities
 - The importance of review processes
 - Building systems and structures

Marcel Kranenburg, Quality Director & Master Black Belt - GE ADVANCED MATERIALS - EUROPE



10:45 Networking Coffee Break

11:00 Panel Discussion: Overcoming Common Challenges in Project Selection

Hear the views and experiences of some of the Chemical and Pharmaceutical industry's most experienced Six Sigma practitioners. This interactive session gives you the opportunity to pose your queries on the subject of Effective Project Selection. Amongst the areas to be discussed are:

- Strong focus on key business processes: How to ensure the visibility of project impact on process improvement and on related KPI's
- Valuation and prioritisation in alignment with strategic directions and results: Showing the benefits of the successful project in different strategic areas and relationships
- Establishing the real focus and providing a concrete project definition: How to develop a project charter
- What is the right team by first project definition approach?

**Led by Matej Janovjak, Director Strategic Development & Business Process Excellence
CILAG JOHNSON & JOHNSON**

12:00 Luncheon

Discovery Track

13:00 Insights into How Your Customers are Utilising Six Sigma

Marius Buiting, a leading expert on quality issues in healthcare in Europe, takes an objective look at Six Sigma and how it can be efficiently used to drive lasting results. Using first-hand experiences, Marius shares some of the insights he has gained from implementing Six Sigma and other quality approaches in various healthcare environments.

**Marius Buiting
Past President and Fellow of the ESQH
EUROPEAN SOCIETY FOR QUALITY IN HEALTHCARE**

Technical Track

13:00 Six Sigma is Not the Silver Bullet: TQM at Saab Ericsson Space in a Process Approach

Total Quality Management (TQM) and Change Management (CM) are continuous improvement processes involving all employees, from the management level to the workshop level in a total integrated effort dedicated to improve the performance at every level in the company. These performance improvements are directed to satisfy perceived cross-functional goals such as quality, cost, technical performance, schedule and human resource development. The Management System - SEMS, developed at Saab Ericsson Space has a customer oriented process approach which focuses on processes that give value to the final products and services. The processes in SEMS are divided into the three main categories of 'Core', 'Management' and 'Support' processes. SEMS is developed in accordance with requirements in the new ISO 9001:2000 and ISO 14001:2004 standards. The Management System is continuously improved based on the experience, lessons learnt and challenges in the projects, and the professional world around Saab Ericsson Space.

**Claes Berlin, Quality Director
SAAB ERICSSON SPACE**



Discovery Track

DOUBLE SESSION

13:45 Lessons Learnt - Implementing Six Sigma from the Bottom Level to the Upper Business Structures

Contrary to popular thought of implementing Six Sigma using a top down approach, GP Grenzach Produktions GmbH, a Bayer HealthCare company, is introducing Six Sigma on a project-to-project basis. One year after they reinforced their efforts by an intensive Champions Training, the review of the implementation strategy reveals the critical issues.

- How to link Six Sigma efforts to the company's strategy and goals
- What is the proper function of Green Belts, and who should be selected and trained accordingly?
- Convincing senior management of the benefits that can be achieved through Six Sigma
- Demonstrating the success of Six Sigma through results

**Dr Carl-Alexander Scheef, Head of Ointments Production and Packaging - BAYER HEALTHCARE
Enzo Di Nunzio, Managing Director
SIX-WINNERS CONSULTING**



Technical Track

DOUBLE SESSION

13:45 Six Sigma and Lean Deployment at Shell

Shell have been implementing both quality strategies and created a powerful synergy to improve performance and defect elimination. Bruce Richardson discusses the broader roadmap of Shell's deployment initiatives, and pitfalls and lessons learnt against a year-long deployment background. Hans Boerstra will draw on the individual experience of specific implementation cases at Shell Chemicals reviewing the critical issues to institutionalise quality schemes as lasting improvement drivers.

**Bruce Richardson, Shell Sigma Global Deployment Champion - SHELL INTERNATIONAL
Hans Boerstra, Change Manager
SHELL NETHERLANDS CHEMICALS**

15:15 Chairman's Closing Presentation

This short presentation gives all Six Sigma for Chemicals & Pharmaceuticals delegates the opportunity to join together at the end of this conference. This session provides a comprehensive round up of the many conference presentations and teachings heard over the past two days.

**Hans-Georg Kucharski, Senior Associate
VALEOCON MANAGEMENT CONSULTING**



15:45 End of Conference

CONFERENCE DAY 2: Wednesday 7th September 2005

Booking form and administrative details

DATES

Workshops

Monday 5th Sept. 2005

Conference

Tuesday 6th Sept. 2005

Wednesday 7th Sept. 2005

VENUE

Crowne Plaza Brussels City Centre

3 Rue de Gineste

1210 Brussels

Phone +32 2 203 6200

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FEES

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EARLY BIRD	<input type="checkbox"/> €695	<input type="checkbox"/> €145.95	<input type="checkbox"/> €840.95
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Please contact us at IXPERION prior to the conference if you have any additional requirements e.g. wheelchair access, large print, special dietary requirements etc.

Enquiries: By telephone to Katherine on +44 1603 283 596 or by email: ks@ixperion.com

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Four easy ways to register

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SIX SIGMA for Chemicals & Pharmaceuticals

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Forthcoming European Events

Keep these dates free in your calendar

INTERNATIONAL WORKSHOP DESIGN FOR SIX SIGMA SPECIAL EVENT - GLASGOW, 12 & 13 SEPTEMBER 2005.

This two-day event will focus on 10 workshops from DFSS pioneers around the world. Learn from, network with and benchmark against companies who have been successful in DFSS initiatives
Register for this event now!!

INTERNATIONAL WORKSHOP LEAN SIX SIGMA SPECIAL EVENT - AMSTERDAM, 10 & 11 OCTOBER 2005.

Discover how industry leaders have implemented Lean & Six Sigma to drastically improve their performance. Discuss the tried & tested methods provided in 12 workshops on the powerful synergy of Lean Principles and Six Sigma Tools over these two days in Amsterdam.
Register for this event now!!

SIX SIGMA IN FINANCIAL SERVICES ZURICH, 8 & 9 NOVEMBER 2005.

Following the success of our European and American Six Sigma conferences, IXPERION will be bringing you the same winning formula of experience and expertise from Six Sigma thought leaders and industry gurus with our 2nd European conference for the Financial Sector. This is an opportunity not to be missed if you want find out how leading Finance companies are utilising Six Sigma today to meet the challenges of tomorrow.
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