

QUALITY AWARENESS SEMINAR - LEAD SPEAKER



MOBIN SHEIKH has been driven by his passion for achieving personal and business excellence throughout his life. He believes that companies have managed to industrialize, modernize, globalize, reorganize and computerize, yet they haven't realized their potential to create and keep customers.

Mobin Sheikh is gold-medalist MBA and has successfully accomplished multiple professional qualifications in quality, management, marketing, training, and information communication technologies. He started his professional career at age of twenty. Worked as consultant with Ministry of planning and development of Pakistan for VISION 2010 and have effectively contributed in various professional associations in Middle East, South Asia, America and Canada. He is privileged to be trained on Balanced Scorecard and Strategic Alignment by co-founder and chairman of Balanced Scorecard Collaborative, Dr. Robert Kaplan of Harvard Business School. He has also been associated with Business Schools in Pakistan as resource person for Marketing Management for BBIT and MBIT. He is happy married with two school going sons.

Knowledge sharing is his passion and he has successfully trained more than 500 professionals from different industries. He has severed highly diversified set of industrial and service companies throughout his career. In number of magazines and websites, his writings are appreciated for their simplicity, focus and touching important human and technical issues.

As director and principal consultant at ICON-RealConsult, he is advising leading Middle East companies in getting excellence and competitive advantage by implementing International Management System Standards.

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Ian Kerr, an Electrical Engineer by profession, Ian has been involved in Quality Management for over 20 years, as a Quality Assurance Manager, Consultant and Trainer assisting companies achieve ISO 9001 Certification. Ian is a Member of the Institute of Quality Assurance (MIQA), and also an IRCA registered Lead Auditor Reg # A 014985,

Ian has been active in the Middle East for the last 11 years, and has worked with many prestigious organizations within the Kingdom in that time, these include: Saudi Arabian Airlines, Americana Meat, Al Watania (Al Rajhi Group), Americana Cake, Abudullah Fuoad Group & more

Panel of Leading Quality Professionals

GENERAL MANAGER – COCA COLA BOTTLING CO. LTD.



ASAD ULLAH KHAN SHERAZI, General Manager Coco Cola - Saudi Arabia, has exceptionally outstanding business and educational credentials. He earned his MBA degree form Karachi University, Institute of Business Administration. He has worked on various senior executive positions in different multinational companies. During twenty years business management career he has attended and addressed number of management, business leadership seminars covering wide range of business aspects of modern world business disciplines. Mr. Sheraize has worked as General Manager Cola Cola, in Sri Lanka,

Bagladesh, Singapore, Pakistan, East Europe, and different countries in Middle East, and presently he is General Manager Coca Cola, Saudi Arabia. He is married with two children and resides in Riyadh.

GROUP QUALITY ASSURANCE MANAGER – SAUDI CERAMICS CO. LTD.



NADEEM TUFAIL BUTT after acquiring Bachelor of Science degree from Pakistan went to England for post graduate diploma in ceramics and obtained L.I. Ceram a qualification equivalent to a pass degree, from Staffordshire University UK. Later he went for advanced certifications courses from Japan in ceramics development, kilns & firing technology and quality assurance. He has 22 years of experience in manufacturing ceramics white wares on various posts viz. Ceramics engineer, production manager, technical manager and currently Quality assurance manager.

In the field of production achievements highlights were; Productivity improvement(Yield and Recovery. Capacity maximization and utilization), Waste recycling, Process optimization, Reduced Employees' turnover, Resource management, Import substitution and more

In the present position highlights are; 31 % reduction in external failure, 60 % reduction in internal failures by implementing focused process control and monitoring critical process parameters by SPC, Reduction in wastes by 10 %. Waste recycling 8%, Recycling of waste water and introducing water saving schemes, System and quality culture awareness and this cannot be quantifiable, Introducing TOPS (teams orientated problems solving) by setting up cross functional teams and quality circle teams.

GROUP QUALITY ASSURANCE MANAGER – HERFY FOOD CO. LTD.



PETER WILLAIM DIGHTON was born in Australia but raised in Durban, South Africa. He successfully completed three year diplomat course at the Natal Technicon where He obtained a National Diploma in Food Technology with three distinctions. His working carrier started at a Research and Development laboratory at the University of Natal before taking a position in Johannesburg at a Soya extrusion plant and then moving on from there to a large flour milling company where I worked for six years in various positions including. From there, He moved to Piemans Pantry where he worked for ten years as their Quality Assurance manager. His functions briefly included, QA, HACCP Team leader, Food Safety Manager, Chief Auditor and Hygiene co-ordinator for all cleaning activities and pest control.

His greatest achievement was to certify Piemans Pantry SABS 0330 HACCP compliant and then successfully recertify for four years until He left them in 2006. During this time through close co-operation with the local State Veterinary Services, Piemans Pantry was E. U. Export certified.

Presently, he is working for HERFY FOOD SERVICES CO. as their Group Quality Assurance manager in Riyadh, Kingdom of Saudi Arabia, responsible for two large bakery plants, a state of the art meat processing plant. His function very briefly is as follows: Establish Quality Assurance departments at each facility, recruit staff; Design, equip and set up two test bakery/quality test laboratories, a flour testing laboratory, microbiological laboratory and a chemistry laboratory; Set up budgets for the above; Co-ordinate with top management as well as all other departments in the company; Implement Good Manufacturing Practices at all plants; Set up cleaning teams and Master Cleaning Schedules; Management representative for the ISO 22 000 Food Safety Management system; Co-coordinating the implementation of HACCP and ISO principles as according to the ISO 22 000 standard for all three facilities; Internal and supplier auditing; External customer visits / audits; Customer complaints.

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JAVED ABBASI, Project Director has led several innovative projects at Al-Rajhi Bank, the world largest Islamic Bank. Mr. Abbasi has diversified experience and is pioneer to introduce several best practices in the Middle East banking sector. He has initiated and managed several best practices projects, some of them are ISO 20,000/ITIL, BS 7799/ISO 270001, COBIT, CMMi, ISO 9000 and PAS 56. His successful project management skills made Al-Rajhi the first financial institution in Saudi Arabia to achieve many internationally recognized certifications. Mr. Abbasi is a regular speaker in seminars and conference in the Middle East, UK and far east. He has spoken on various topics ranging from Islamic Banking to IT issues. He is also the winner of Middle East Financial Technology Award 2005.

QUALITY CONTROL & ASSURANCE MANAGER – COCO-COLA BOTTLING CO



NASEER A DURRANI is among distinguished professionals in bottling and beverages industry in Middle East. He is currently working as Quality Control & Assurance Manager in Coco_Cola Bottling Co of Saudi Arabia. He has experience of 10 Years in Soft Drinks and 06 Years in Health Water Bottling. He holds certificates and has attended many courses for HACCP, ISO-9001-2000, TCCQS & Quality System Implementation.

GROUP BUSINESS IMPROVEMENT CONSULTANT – ABDULLA FOUAD HOLDING



ENGR. MUHAMMAD ASIM BAIG is a management consultant currently working with a Saudi company "Abdulla Fouad Holding" as their "Group Business Improvement consultant". He is the President of Middle East Quality Management Professionals which is a forum of more than 500 quality professionals from Middle East. He is a senior member of American Society of Quality and Certified Quality Auditor from American Society of Quality, USA. He is also Certified Lead auditor for Quality Management Systems (QMS ISO 9000) internationally certified by IRCA, UK. and ISO 14000 (Environmental Management System). He has executed and supervised more than 100 management system consultations in many fields like Comprehensive Quality Management, ISO 9000, Administrative Operations Reengineering, Quality and Administrative Systems Designing and Analysis, and Strategic Planning & Human Resources Development. He has conducted more than 100 certification audits to different companies in the Middle East region. He is also a trainer and conducted more than 150 training programs, workshops and seminars related to different management systems including quality, environment, health and safety.

Contact Pakistan

A KSA team member will be replying your questions related to CP and its services in KSA