

TECHNICAL TALK ON "ROBUST ENGINEERING WITH TAGUCHI METHOD AS A DESIGN STRATEGY"

Organised by the Engineering Education Technical Division, IEM

in collaboration with Engineers Australia Malaysia Chapter (EAMC), and Institute of Mechanical Engineers Malaysia Branch (IMechE)

BEM Approved CPD/PDP: 2 hours

Ref: IEM19/HQ/192/T

Date : 29th June 2019 (Saturday)
Time : 9.00 a.m. - 11.00 a.m.
**Venue : Auditorium Tan Sri Prof. Chin Fung Kee,
Third Floor, Wisma IEM, Petaling Jaya**
Speaker : Assoc. Prof. Dr. Khairur Rijal Jamaludin

SYNOPSIS

Robust Engineering is the creation of world renowned Japanese quality guru Dr. Genichi Taguchi. This talk outlines some important concepts and case studies of Taguchi Methods used by organizations that are at the cutting edge of technologies and continuing to lead the way using Robust Engineering. The expectation of robust engineering is to minimize the variations to the products function. The robust engineering will focus on optimizing the energy and result to the optimum products function. By doing this, it will enhance the basic and performance need of customers and it will minimize the cost of failure in the market. This is in line with the philosophy of Dr Taguchi: "*The engineered quality of a product is assessed by estimating the loss imparted by the product to the society from the time the product is shipped*". The talk aims to illustrate the benefit of Taguchi method for improving robustness of the products, process and the system and then eliminate loss to society due to cost of poor quality. The talk is based on case studies particularly in the automotive and manufacturing industries.

SPEAKER BIODATA



Khairur Rijal is currently an associate professor at the Genichi Taguchi Centre of Quality and Sustainability in Razak Faculty of Technology and Informatics, Universiti Teknologi Malaysia. He received his bachelor degree in Mechanical Engineering from Universiti Teknologi Malaysia (UTM) in 1996. After working with Proton, he was offered an academia position at UTM. He obtained his M.Sc in Advanced Mechanical Engineering from the University of Warwick, UK and PhD from Universiti Kebangsaan Malaysia. He received direct guidance on robust quality engineering from the son of Dr Genichi Taguchi and he was blessed by the family to establish Genichi Taguchi Centre for Quality and Sustainability in UTM. His research interest is on Quality and Sustainability.

ANNOUNCEMENT TO NOTE

FEES

(Effective 1st October 2017)

Members

Registration Fee : NO CHARGE

Administrative Fee :

Online	RM15
Walk In	RM20

Non-Members

Registration Fee : RM50

Administrative Fee : RM20

- Limited seats are available on a "first come first served" basis (maximum 100 participants).
- **To secure your seat, kindly register online at www.myiem.org.my**

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