

VIRTUAL HALF DAY COURSE ON DRIVING EXCELLENCE: QUALITY ENGINEERING IN THE AUTOMOTIVE INDUSTRY

ORGANISED BY :
ENGINEERING EDUCATION TECHNICAL DIVISION, IEM

BEM APPROVED CPD : 4

REF. NO : IEM23/HQ/232/C (W)

DATE : 22 JULY 2023, SATURDAY

TIME : 9.00AM - 1.00PM

ONLINE PLATFORM

SPEAKER :

Ir. Ts. SUKHAIRUL NIZAM BIN ABDUL RAZAK



FOLLOW US:



Instagram

MYIEM_OFFICIAL



TELEGRAM

MYIEM HQ OFFICIAL - GENERAL

**CLOSING DATE:
14 JULY 2023**

	ONLINE (Log-in for registration & payment: www.myiem.org.my/member/login.aspx)	NORMAL FEE (by fax & email) Payment by cash, credit card and bank-in
IEM Student Member	40.00	50.00
IEM Graduate Member	75.00	90.00
IEM Corporate Member	125.00	150.00
Non-IEM Member	240.00	300.00

REGISTER ONLINE AT WWW.MYIEM.ORG.MY

COURSE SYNOPSIS

“Driving Excellence: Quality Engineering in the Automotive Industry” is a comprehensive exploration of the crucial role that quality engineering plays in the automotive sector. This engaging and informative work delves into the intricate processes, methodologies and best practices employed by automotive manufacturers to ensure the highest standards of quality and reliability in their vehicles.

The seminar begins by laying a solid foundation, introducing participants to the fundamental concepts of quality engineering and its significance in the context of the automotive industry. It highlights the critical need for quality engineering to address challenges related to safety, performance, durability, and customer satisfaction.

Drawing upon the vast experience of industry experts, “Driving Excellence” presents a detailed examination of the key components of quality engineering. It sheds light on the design and development phase, emphasizing the importance of robust design practices, advanced simulation techniques, and thorough testing procedures. This seminar delves into the utilization of cutting-edge technologies such as computer-aided design (CAD), finite element analysis (FEA) and virtual prototyping, to optimize product performance and enhance reliability.

Furthermore, the seminar explores the critical role of quality management systems (QMS) in the automotive industry. It delves into the implementation of internationally recognized quality standards, such as ISO 9001 and IATF 16949, and provide insights into the methodologies and tools employed to monitor and continuously improve quality throughout the production lifecycle.

“Driving Excellence” also delves into the significance of supplier quality management, emphasizing the importance of establishing robust relationships with suppliers and fostering a culture of collaboration. It discusses strategies for ensuring that suppliers meet stringent quality requirements and outline effective approaches to mitigating risks associated with the supply chain.

This seminar concludes with a forward-looking perspective, examining emerging trends and challenges in quality engineering for the automotive industry. It explores the impact of disruptive technologies such as electric and autonomous vehicles and highlights the evolving quality considerations associated with these innovations.

“Driving Excellence: Quality Engineering in the Automotive Industry” is an essential resource for automotive professionals, engineers, researchers, and students seeking a comprehensive understanding of quality engineering practices. With its practical insights, real-world examples, and strategic guidance, this seminar serves as a roadmap for achieving excellence in product quality, enhancing customer satisfaction, and maintaining a competitive edge in the dynamic automotive landscape.

WHY SHOULD YOU ATTEND THIS SEMINAR?

This seminar will cover the key aspects of the quality engineering in the automotive industry stages and key activities carried out along with major milestones of automotive development. This seminar covered:

- The basic terms and definitions, and concepts involved in the field of quality engineering.
- The important elements in quality management such as different types of quality standards and the classification of costs in quality.
- Evaluating and interpret data using quality tools to meet specified quality standard.
- The ability to work in team to solve given problems related to quality.

Quality control professionals, engineers, researchers, lecturers, technologist, technicians, engineering or technology students and anyone involved in the quality engineering should attend this seminar because quality engineering is an essential aspect of ensuring the quality culture embedded in every industry.

AREAS COVER IN THIS SEMINAR :

Below is the topic will be cover:

- Introduction to quality
- Six sigma
- Lean processes
- Core tools in automotive
- Quality standards
- Process capability
- Additional quality techniques
- The cost of quality

COURSE TIMETABLE

Time	Description
9.00 am – 10.00 am	<ul style="list-style-type: none">• Introduction to quality• Quality standards
10.00 am – 11.00 am	<ul style="list-style-type: none">• Six sigma• Process capability• Lean processes
11.00 am – 11.15 am	Break
11.15 am – 12.00 noon	<ul style="list-style-type: none">• Additional quality techniques• Core tools in automotive
12.00 pm – 1.00 pm	<ul style="list-style-type: none">• The cost of quality• Q&A
1.00 pm	End of Half Day Seminar

SPEAKER'S PROFILE

Ir. Ts. Sukhairul Nizam Abdul Razak received his early education at SMK Methodist ACS Klang Selangor, UTM Skudai where he earned a Bachelor of Mechanical (Aeronautical) Engineering degree. He later completed an MBA from Charles Sturt University Australia. He is registered as an Asean Chartered Professional Engineer (ACPE), Professional Mechanical Engineer with practicing certificate (PEPC) with Board of Engineers Malaysia and registered as Professional Technologist with MBOT. He is also an assessor for EAD (ETAC & EAC) with the Board of Engineers Malaysia (BEM) and an assessor for TTAC MBOT.

He began his career at Proton Manufacturing in 1995 as an R&D body design engineer, and subsequently held various positions in Proton Edar for nearly 18 years, including Car Body Design Engineer, Branch Sales Manager, Manager Sales Standard, Manager Warranty Operations, Manager Equipment Tools & Calibration, and Head of Division Office. He also worked with Accenture Malaysia for Daimler Group. In addition, he served as a Senior Lecturer for City University Malaysia, a lecturer for First City University College, and as a Director for Enviroklar Tech Sdn Bhd.

Ir. Ts. Sukhairul Nizam has experience in designing and developing automotive components as well managed anti-corrosion and painting development, aerodynamic development, and crash test development for the national car company. He is also specialized in automotive project management, sales training, or coaching, and managing product recalls for the automotive industry.

Cancellation Policy

No cancellation will be accepted prior to the date of the event. However, replacement or substitute may be made at any time with 7 days prior notification and substitute will be charged according to membership status.

Personal Data Protection Act

I have read and understood the IEM's Personal Data Protection Notice published on IEM's website at <http://www.myiem.org.my> and I agree to IEM's use and processing of my personal data as set out in the said notice.

Chairman,
Engineering Education Technical Division
The Institution of Engineers Malaysia,
Lots 60 & 62, Jalan 52/4,
46720 Petaling Jaya, Selangor Darul Ehsan
Tel: 03-7968 4005 Fax to 03-7957 7678
Email: ezzaty@iem.org.my

Website: www.myiem.org.my

REGISTRATION FORM

VIRTUAL HALF DAY COURSE ON

“DRIVING EXCELLENCE: QUALITY ENGINEERING IN THE AUTOMOTIVE INDUSTRY”

22 July 2023 (Saturday)

Closing Date : 14 July 2023

No	Name(s)	Email	Membership No.	Grade	Fee (RM)
SUB TOTAL					
+ 6% SST					
TOTAL PAYABLE					

PAYMENT DETAILS :

Cash RM _____

Cheque no. _____ for the amount of RM _____ (non-refundable) .

FULL PAYMENT must be settled before commencement of the course, otherwise participants will not be allowed to enter the hall. If a place is reserved and the intended participant fails to attend the course, the fee is to be settled in full. If the participant failed to attend the course, the fee paid is non refundable. The Registration Fee includes lecture notes, refreshment and lunch.

For **ONLINE REGISTRATIONS**, please note that payment **MUST** be made **BEFORE the closing date**. If payment is not received within the stipulated time, the registration fee will be reverted to the normal registration fee.

Contact Person: _____ Designation: _____

Name of Organization: _____

Address : _____

Telephone No. : _____ (O) _____ (Fax No.)

_____ (H) _____ (HP)

Email : _____

Signature & Stamp

Date