



# The Institution of Engineers, Malaysia

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## TALK ON "AN ENGINEERING APPROACH TO ACHIEVE WORLD-CLASS"

Organised by the Mechanical Engineering Technical Division, IEM  
BEM Approved CPD/PDP Hours: 2 hours Ref No: IEM15/HQ/175/T

Date : 3 June 2015 (Wednesday)  
Time : 5.30 pm – 7.30 pm (Refreshments will be served at 5.00pm)  
Venue : C&S & TUS Lecture Room, 2<sup>nd</sup> Floor, Wisma IEM, Petaling Jaya, Selangor  
Speaker : Ir. Dr. Chong Chien Fatt

### SYNOPSIS

Failures, rejects and wastages are all caused by variations. In the later part of the 20<sup>th</sup> century, Japanese engineers have discovered the methods in controlling these variations hence propelling the Japanese products to become world-class. Many of the philosophies adopted were those from the West, e.g. Walter Shewhart (Statistical Quality Control), Joseph Juran (Juran Trilogy), Philip Crosby (Zero Defect) and Armand Feigenbaum (Concept of Total Quality Control). It was Edward Deming who gave them the philosophy of total quality management based on his "14 Points of Management" which gave rise to the famous Toyota Production System and its components, the Just-in-Time, Kanban, etc. Kaoru Ishikawa who was known for the Fish-Bone Diagram adopted Deming's philosophies and developed the famous Company Wide Quality Control.

The talk will discuss Deming's "14 Points of Management", the underlying Principles and Imperatives which Malaysian engineers can adapt and adopt for their products to achieve world-class in the Malaysian context.

### BIODATA OF SPEAKER



**Dr Chong Chien Fatt, B. Sc. (Hons), Mech. Eng., M. Eng. (Industrial Engineering & Management), DBA (Doctor of Business Administration), P Eng, FIEM, MIMechE., C. Eng., ACGI.**

Dr Chong, a professional engineer graduated in Mechanical Engineering from Imperial College, did his post-graduate studies in Industrial Engineering and Management in the Asian Institute of Technology and obtained his Doctorate of Business Administration in 2006.

He has been involved over the years in turn-around jobs as a CEO/COO for six different companies over the past 20 years. His fields of interests are in Total Quality Management/Six Sigma, Organizational Transformation/Change, Feasibility Studies, Lean Manufacturing or Kaizen and Personality/Psychology. He has more than two decades of experience in manufacturing and marketing as well as practicing, teaching and consulting work in quality and change management. He has substantial managerial experiences and has real life experiences of solving problems, turning around companies and bringing various companies to higher level of growth and achievement. He has completed his Doctorate of Business Administration with the University of Newcastle, Australia with the purpose of acquiring more relevant and up-to-date knowledge and hopefully to impart them to others in a pragmatic and yet simple-to-understand manner for working adults.

**Ir. Fam Yew Hin**  
Chairman  
Mechanical Engineering Technical Division, IEM

### ANNOUNCEMENTS TO NOTE:

- Preferential admission to talk shall be accorded to IEM members (pre-registration and online registration are NOT required). Telephone and/or fax reservation will NOT be entertained.
- Non members may also attend the talk but will need to pay a registration fee of RM50 and an administrative fee of RM15. GST is inclusive.
- For members of affiliated organisations, there will be no registration fee payable. However, they are requested to produce their membership card as proof of membership. For the list of affiliated organisations, please refer to IEM website at [www.myiem.org.my](http://www.myiem.org.my) under International/MoU.
- Limited seats are available on a "first come first served" basis (maximum 100 participants).
- IEM members are required to produce membership cards for confirmation of attendance (CPD purpose).
- Latecomers will not be allowed to enter if the lecture hall is full nor be entitled to CPD.
- ***IEM members who fail to produce their membership cards will be charged a fee of RM25.00. GST is inclusive.***

### ADMINISTRATIVE FEE

- Kindly be informed that an administrative fee of RM15 is payable for talks organized by IEM. GST is inclusive.
- The fee would be used to cover overhead costs, building maintenance expenses as well as contribute to Wisma IEM Building Fund.
- All contributions will be deeply appreciated by IEM.
- Student Members are however exempted.

### CPD HOURS CONFIRMATION

Name: .....

Membership No: .....

Signature: .....