



An Arab Institute : Promoting quality with standards

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Good business practice and sustainable development

Our educational programmes are enhanced according to the needs of standardization and quality management issues and the demands of future academic professional experts. We strive to increase technology transfers to firms and other institutions by ensuring that our educational programmes respond appropriately to social, industrial and technological needs. Our goal is ultimately to enable future graduates to access world markets, transfer technology, and promote good business practice and sustainable development.

PQI aims to consolidate and broaden international cooperation in the development of educational programmes, based on strategic alliances with international organizations. In addition, we focus on improving the academic staff's awareness and understanding of standardization educational programmes to achieve quality and continuously increase professionalism.

About the author



Dr. Sharif El-Araby started his professional career in 1981, when he joined the Arab Academy for Science & Technology and Maritime Transport (AASMT) as a

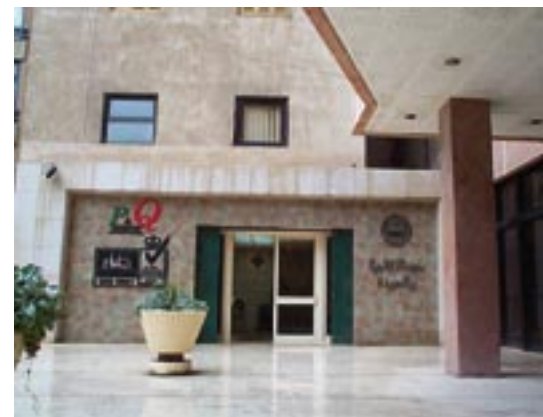
junior lecturer in the Maritime Engineering Department, after graduating from the faculty of engineering at Alexandria University in 1979. Dr. El-Araby has a diploma in quality engineering and a PhD in quality management from the University of Paisley in Scotland. He was also a senior lecturer for quality-related subjects at the college of engineering, AASMT. In 1995, Dr. El-Araby was named Assistant Dean for the Quality and Productivity Institute at AASMT, supervising and leading the institute's activities. In 1997, he was promoted as Dean of the institute. In 2005, he became the Arab Academy's Vice-president for quality assurance, in addition to his post as the Dean for the Productivity and Quality Institute.

The goal of the Productivity and Quality Institute (PQI), established in 1995, of the Arab Academy for Science, Technology and Maritime Transport (AASMT) is to increase awareness of quality issues and of standards and their applications, in Egypt and other Arab countries.

PQI offers:

- training on up-to-date topics in quality, standards and other managerial issues;
- Diploma, Master's and PhD degrees in quality management; and
- consultation for organizations desiring certification to ISO standards.

PQI is developing links with other Arab and international institutions to broaden the educational programmes on standardization in Arab countries and promote its economic benefits. The institute works enthusiastically to increase the number of graduates, while ensuring that course content and teaching load are compatible with the prerequisites of economic, environmental and social development.



The Productivity and Quality Institute in Alexandria.

Leader in the Arab world

PQI's programmes for post-graduate degrees aim to provide graduates with expanded analytical skills to:

- address technical and managerial issues in quality management, and
- understand the role of standardization for technology, business and sustainable development.

We offer internationally registered training courses on quality and its application, such as the International Register of Certificated Auditors (IRCA) certified lead auditor training courses for ISO

Main Focus

9001:2000, *Quality management systems – Requirements*, and ISO 14001:2004, *Environmental management systems – Requirements with guidance for use*.

The PQI team is proud to be the first in the Arab world to introduce Lead Auditor courses, as an innovative solution to the requirements of the Arab community. The Chartered Quality Institute (CQI) registered courses offer students an understanding of business systems management. This will allow them to specify, define and improve the performance of business processes and identify a range of potential root causes.



The first Arab Conference on Total Quality and Industry Modernization in March 2003.



The Academy's video conference equipment.



A cooperation agreement was signed between the Egyptian Organization for Standardization and the Arab Academy.

In response to the global concern for the environment, PQI established an environmental management systems (EMS) programme whereby students can learn about the purpose, benefits and operational mechanisms of an EMS and the ISO 14000 family of standards on environmental management, as well as understand the role of auditors. Through an advanced and practical implementation of the ISO 14000 systems programme, the institute enhances awareness of environmental issues in the African continent.

“Our goal is to enable graduates to access markets, transfer technology, promote good business practice and sustainable development.”

We have also launched a series of training courses on conformity assessment to meet the needs of conformity assessment bodies in the Arab region. Moreover, we are developing an occupational diploma programme for “consultants in designing, establishing and documenting quality management systems according to the requirements of ISO standards”. PQI also organizes conferences on quality and standardization with the aim to promote a rapid development of the region.

The future of business

Due to its high profile and excellent image, PQI has formal professional relations with international entities, including CQI, *Det Norske Veritas* (DNV), the European Organization for Quality (EOQ), IRCA, Quality Management Institute (QMI), and others. Academically, the institute has links with international universities such as the University of West of England, the University of Strathclyde, the University of Central Florida, and others.

PQI offers consultancy services to organizations seeking to establish and implement quality, environmental, and health and safety systems. Moreover, the Institute undertakes productivity improvement projects, and manages downsizing

and privatizing initiatives. Our pre-qualification in this domain contains a long list of companies in Egypt and the Arab world, in various sectors of manufacturing and service industries.

The sky is our limit

The PQI team has ambitious ideas, which it is working on together to implement. Among them, PQI is certifying other lead auditor courses for Food Safety Management Systems and the Occupational Health and Safety Assessment Series OHSAS 18001. The institute is also negotiating with IRCA to acquire its agency as a certifying body in Egypt and the Arab region.

We are in the phase of establishing an agreement between Kuwait and Egypt in the field of standardization, where the “quality laboratories departments of public authority for industry” in Kuwait can exchange information with PQI. We are also inaugurating a project resulting from three years of collaborative partnership between the National Quality Institute (NQI), PQI and CQI in the UK. The project, funded by the Egyptian Industrial Modernization Centre (IMC), aims to create a business plan for NQI, as the national institute in Egypt responsible for the deployment of quality concepts and initiatives.

PQI is enthusiastically finalizing the launching of the CQI registered Diploma in Quality Assurance and Management in Egypt and the Arab region. PQI is also deploying the Quality Infrastructure Expert Certificate that will enable participants from different fields and diverse career objectives to benefit from the latest information on the four pillars of quality: quality management, metrology, standardization and testing.

The PQI team has taken the responsibility of building awareness on quality and standardization issues in the Arab region, with excellence as our ever-evolving target. ■