

**EOQ CLOSING PLENARY SESSION, 23 MAY 2007.  
MASING BOOK PRIZE CEREMONY  
ADDRESS BY PRESIDENT TITO CONTI.**

Ladies and Gentlemen,

This is a brief but very important moment of this Congress. We are going to honour the memory of Walter Masing, one of the founders and first President of the European Organization for Quality (1957-58), and one of the founders of the International Academy for Quality. Walter Masing was a pioneer of quality in Europe, but at the same time an entrepreneur, an educator, a man of culture. He was a prominent example of the typical European culture, that combines technical and humanistic aspects, eclectic and profound.



The International Academy for Quality decided to honour Walter Masing's Memory by creating an award on his name: the Masing Book Prize, to be awarded to the author of a book, that a panel of Academicians judged to have significantly contributed to the development of the discipline of Quality Management.

I wish to warmly thank Jan Hnatek, a long time friend of mine in the EOQ and responsible for this Congress, who enthusiastically accepted to award this prize at the Closing Plenary Session of this Congress.



On behalf of the International Academy for Quality I will hand over now the Masing Medal to the winner. The International Academy for Quality's Board decided to also hand over a medal to Mrs. Helgard Evard Masing, Walter Masing's eldest daughter, but she could not be here today, being in the UK for an educational initiative. We will then give the medal to a representative of the German Organization for Quality (DGQ). Later on, in a public ceremony, the DGQ will hand the medal over to Mrs. Helgard Evard Masing.

Now I have the pleasure to proclaim the winner of the 2007 Masing Book Prize: the winner is Dr. Thong Ngee Goh (whom I invite to please come to the podium). Dr. Goh is professor at the National University of Singapore. Dr. Goh is co-author of the Masing Prize winning book "Six Sigma". It could look as a trendy book, and the title could seem not so original today. Not so, it is a rigorous scientific book, that will certainly contribute to get a better insight into the subject. Certainly, it is an advanced book, for those who want to better understand and apply statistical methodologies; for trainers, Master Black Belts, Black Belts. The Panel, who chose this book among a number of highly qualified texts, underlined the significant contribution that this book brings to the Six Sigma body of knowledge, by exploring its most critical areas, providing further insight, and at the same time making a critical analysis of the most controversial aspects.

