



# November 7<sup>th</sup>-8<sup>th</sup> 2024 at Aachen University of Applied Sciences in Germany

## Sustainability, Quality, and Usefulness

16th German and 28th International Symposium on Quality Function Deployment - ISQFD '24

### Background and Idea

Since 1996, the QFD Institute Germany e.V. (QFD-ID) has been organising national and international QFD conferences with participants from various industries and fields of expertise. The conference shares the latest insights and experiences from experts in the field of QFD and brings together professionals from different sectors and disciplines. Participants particularly praise the positive atmosphere – making it an ideal event for broadening horizons, refreshing both methodological and practical skills, and finding inspiration for new challenges.

The conference focuses on the new cross-industry standard ISO 16355 for customer-oriented development, based on Quality Function Deployment (QFD) as well on best practices and research. A tutorial, conducted in German, is available for both beginners and experienced users seeking to update their knowledge. The keynote will address the international ISO Standard on QFD and will be delivered by the renowned international expert Glenn Mazur. There are several presentations on Methodology and Application of QFD from different branches and countries for appreciation of the richness and variety of QFD and related methods.

Take the chance to connect with fellow attendees in a relaxed atmosphere during the scientific programme and after: there is a dedicated social event where participants will have the opportunity to explore the city of Aachen together, discovering the rich history and charm of Aachen. Do not miss this perfect blend of professional networking and cultural experiences, guaranteed to leave a lasting impression as you wrap up your time at the conference.

### Conference Venue

Aachen is located near the Belgian and Dutch borders, blending different cultures and languages with a charming downtown, offering remarkable cultural highlights, gastronomy, and unique shops. Moreover, it is one of the best premium university locations in Germany. The conference is held in one of the campuses of Aachen University of Applied Sciences close to the main railway station and downtown.

### Location

FH Aachen (Aachen University of Applied Science)  
Campus Eupener Straße  
,Gebäude D' → see right: dashed red circle  
Eupener Str. 70, D-52066 Aachen

For travel directions visit  
<https://www.fh-aachen.de/en/fh-aachen/university-profile/locations/aachen-eupener-strasse>

### Hotel recommendations

ibis Aachen Marschierdor  
<https://all.accor.com/hotel/0967/index.de.shtml>

Hotel Drei Könige Aachen  
<https://www.h3k-aachen.de/en/>



## Conference Programme

### 7.11.2024 FIRST DAY – MORNING TUTORIAL / AFTERNOON CONFERENCE

9:30 CET		Registration	
10:00 CET	<b>German QFD Tutorial</b>	„QFD-Einführung nach deutscher Interpretation der ISO 16355 für Neulinge und Erfahrene“ (in German)	<i>Wolfram Pietsch, QFD-ID</i>
13:00 CET		Lunch in the Mensa of FH Aachen	
14:00 CET	<b>Opening</b>	Welcome and administrative matters	<i>Georg Herzworm, Wolfram Pietsch, QFD-ID</i>
14:15 CET	<b>Keynote</b>	ISO 16355 Current Status and Future Developments	<i>Glenn Mazur, QFD Institute, United States of America</i>
15:00 CET		<i>coffee break, exchange and networking</i>	
15:30 CET	<b>Methodology</b>	Designing Highly Customer Oriented Products	<i>Eberhard Kranich, Thomas Fehlmann, Euro Project Office, Switzerland</i>
16:00 CET	<b>Organisation</b>	Job Function Deployment	<i>Hideaki Haraga, Koji Tanaka, Konica Minolta Connect, Japan</i>
16:30 CET	<b>Construction</b>	Adaptation of QFD methodology for programming in the construction industry	<i>Philipp Compagnone, University of Kassel, Germany</i>
17:00 CET		<i>wrap-up and announcements</i>	<i>Wolfram Pietsch, QFD-ID</i>
17:15 CET	<b>QFD-ID Member Meeting</b>	„Mitgliederversammlung des QFD-ID“ (in German)	<i>Board and member of the QFD-ID</i>
19:00 CET		Conference dinner in the old city of Aachen	

### 8.11.2024 SECOND DAY – MORNING CONFERENCE

8:00 CET		Registration	
8:25 CET		Welcome and announcements	<i>Wolfram Pietsch, QFD-ID.</i>
8:30 CET	<b>Technology</b>	Apple Vision Pro: QFD for Innovators & Entrepreneurs	<i>Richard Zultner, Zultner &amp; Company, United States of America</i>
9:00 CET	<b>Usefulness</b>	Evaluating Product Developments from a User's Perspective	<i>Lena Stubbemann, SMA Solar Technology AG, Germany</i>
9:30 CET		<i>coffee break, exchange and networking</i>	
10:00 CET	<b>Artificial Intelligence</b>	QFD and AI	<i>Thomas Fehlmann, Eberhard Kranich, Euro Project Office, Switzerland</i>
10:30 CET		Sustainable IoT with AI employing QFD	<i>Kim Stansfield, VoCATE, United Kingdom Freeha Azmat, Warwick University United Kingdom Glen Mazur, QFD-Institute, United States of America</i>
11:00 CET		<i>coffee break, exchange and networking</i>	
11:30 CET	<b>Panel discussion</b>	<i>Future of the International and European QFD Community</i>	<i>QFD experts from different countries</i>
12:00 CET	<b>Closure</b>	Summary, acknowledgments and closing	<i>Wolfram Pietsch, QFD-ID</i>
12:15 CET		Lunch in the mensa	
14:30 CET	<b>Cultural event</b>	Guided tour of Aachen with a visit to the Cathedral of Charlemagne among others	



## Fees, Registration and Payment Terms

Conference Fee including participation in the conference including guided tour and access to online proceedings: 50 EUR

Please visit <https://www.qfd-id.de/isqfd24> for registration. After completion, an invoice with the payment details will be sent. Payment is possible via bank transfer or PayPal. In case of late registration during the conference only cash payment will be accepted at registration. Cancellations are without reimbursement. The QFD Institute Germany exclusively serves non-profit purposes that are tax-privileged in accordance with the German Fiscal Code (AO) and is exempt from value-added tax.



We look forward to an insightful, pleasant, and rewarding conference!

Prof. Dr. Wolfram Pietsch, Conference Chair

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