Quality Management General Conference

JUSE - Quality Forum

Feb. 25 (Thu) 9:00-17:35、Feb. 26 (Fri) 9:40-18:05 (JST)

67th Quality Month Sponsored Event

Quality Forum 2026

2027.2/25 Thu ～ 2/26 Fri

*Interpretation using YYSystem

New! AI Live Interpretation* will be available!

The theme is tentative.

	JST		
Day 1: Feb. 25 (Thu)	9:00 -9:15	Opening Remarks	Masato ONODERA(Managing Director, JUSE) Tomomichi SUZUKI(Chair, Quality Forum Planning Committee)
	9:15 -10:35	Special Lectures 1	**Thinking About a Future Worth Preserving** Kazuto ATAKA(Professor, Faculty of Environment and Information Studies, Keio University / Senior Strategist, LY Corporation)
	10:40 -12:00	Special Lectures 2	**Architecture as an Event** Kentaro YAMAZAKI(Representative Director, Yamazaki Kentaro Design Workshop Co., Ltd. / Professor, Kogakuin University)
	13:00 -13:45	Featured Session A Day 1 Our Company's Quality Management as Told by Top Executives	**Advancing Quality Management the Cataler Way in an Era of Change: A New Form of TQM** **Deming Grand Prize 2018** Masashi ISHIDA(President and Chief Executive Director, Cataler Corporation)
	13:55 -14:40		**Quality Management for Creating Customer Value ～EARTHBRAIN's Challenge: Leading Through Business Models and Competing Through Operational Excellence～** Akinori ONODERA(President & CEO, EARTHBRAIN Ltd.)
	14:50 -15:35		**Enhancing Healthcare Quality and Organizational Capability Through TQM** Masayuki EZURA(Director, National Hospital Organization Sendai Medical Center)
	15:45 -16:30		**General Discussion (Panel) with Audience Participation** Coordinator : Takeshi NAKAJO (Professor, Faculty of Science, Engineering and Society, Chuo University)
	16:45 -17:35	Special Lectures 3	**The Importance of Statistical Literacy in the AI Era: Understanding How to Derive Truth from Data** Masahiro HIGO(Professor, Graduate School of Economics / Faculty of Economics, The University of Tokyo)

	JST		
Day 2: Feb. 26 (Fri)	9:40 -10:13	Special Session with Professor Emeritus Noriaki Kano	**Theory of the T Type Matrix for Problem Solving in New Product Development and Its Application to Commercial Vehicle NPD Ⅰ** Noriaki KANO (Professor Emeritus, Tokyo University of Science)
	10:20 -10:53		**Theory of the T Type Matrix for Problem Solving in New Product Development and Its Application to Commercial Vehicle NPD Ⅱ** Kaushik Biswas(General Manager, Customer Quality, Pune, Tata Motors Limited) Prajwala Gaikwad(Deputy General Manager, Quality Analytics, Pimpri, Pune, , Tata Motors Limited)
	11:00 -12:13		**General Discussion (Panel) with Audience Participation** Coordinator :Yukihiro ANDO(International Business Counselor, International Center, JUSE)
	13:00 -13:45	Featured Session A Day 2 The Future of Quality Management Proposed by the Corporate Value Enhancement Management Council	**The Future of Quality Management as Envisioned by the Corporate Value Enhancement Management Council: Based on the Second Report** Shinichi SASAKI(Adviser, JUSE)
	13:55 -14:40		**Quality Management Practices at Yaskawa Electric** Ayumi HAYASHIDA(General Manager, Tokyo Branch; General Manager, Corporate Branding Div.; Director, Managing Executive Officer, Yaskawa Electric Corporation)
	14:50 -15:35		**Value Creation Process at Sekisui Chemical: Building a Preventive Framework through Digital Transformation (DX) in the Era of Value Co-Creation** Yoshiki DEGUCHI(Executive Officer, Head of Manufacturing Infrastructure Enhancement Center, Sekisui Chemical Co., Ltd.)
	15:45 -16:30		**General Discussion (Panel) with Audience Participation** Coordinator : Shinichi SASAKI(Adviser, JUSE)
	16:45 -18:05	Special Lectures 4	**TOTO's Challenges in Global Markets and the Creation of Shared Value** Shinya TAMURA（President, Representative Director, TOTO Ltd.）

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Why Attend?

Since hosting the predecessor of this forum in 1951, JUSE has continued to organize this forum as a venue for sharing and learning best practices in quality management, with the aim of promoting quality awareness and advancing quality management activities.
Starting this year, selected sessions of the forum will be made available not only to participants in Japan but also to professionals from companies around the world.
The forum will be held entirely online. To make the sessions accessible to non-Japanese speakers, AI live interpretation will be provided.
In the AI Live Interpretation Session, participants can access translated subtitles in 39 languages via a dedicated system (YYSystem).
We warmly invite not only participants from overseas companies, but also those working at overseas subsidiaries and international offices of Japanese companies to join us.

About the Event

Event Title	Quality Forum 2026: AI Live Interpretation Session
Date and Time (JST)	Day 1 Thursday, February 25, 2027 9:00-17:35 JST Day 2 Friday, February 26, 2027 9:40-18:05 JST
Sessions (Please refer to the Program Page)	Day 1 Special Lectures 1, 2, 3／Featured Session A Day 2 Special Lecture 4 ／Featured Session A／Special Session
Event Format	Online
Streaming Platform	Deliveru
AI Live Interpretation System	YYSystem (Translated Subtitles Available in 39 Languages)
Participation Fee for the AI Live Interpretation Session	¥58,080 (incl. tax) / per person The AI Live Interpretation Session cannot be accessed with a standard two-day ticket, large-group ticket, small-group ticket, or case study presentation registration. A separate registration is required to attend.

How to Participate

①Registration

Registration opens on **Thursday, November 5 , 2026.**
Please register through the website no later than **12:00 PM on Wednesday, February 17, 2027.**

The Quality Forum will be streamed via Deliveru.
Before registering, please make sure to access the test site below and verify that both video and audio can be played correctly on your device.
https://deliveru.jp/pretests/video **ID・PW：livetest55**

②Payment Method

Full payment by credit card only. Credit card payments are processed through Stripe on the registration website.

【Cancellation Policy】
The following cancellation fees apply. Any applicable refund will be credited to the credit card used for payment.
* 50% of the participation fee will be charged for cancellations made between February 15, 2027 and 5:00 PM (JST) on February 24, 2027.
* 100% of the participation fee will be charged for cancellations made after 5:00 PM (JST) on February 24, 2027, or if no prior notice is given.
•If a refund is applicable, the refund amount will be calculated in accordance with the above policy and will be subject to deduction of the fees charged by the payment service provider.

③How to Access the Online Session

Once your payment has been confirmed, an email containing the ID and password required to access the live stream on the day of the event will be sent to the participant directly from Deliveru (no-reply@deliveru.jp) on Wednesday, February 10, 2027.

*If you register on or after Wednesday, February 10, 2027, the email will be sent on Wednesday, February 17, 2027.

Notes

- Presentation materials will only be provided in Japanese.
- Presentation materials are not available for download.
- No on-demand streaming will be available.
- Sessions other than those designated for the AI Live Interpretation Session are not available for viewing.
- Access to this session is limited to the registered participant only. Lending or sharing the ID and password with any third party other than the registered participant is strictly prohibited. If multiple participants wish to view the session, a separate registration is required for each person.
- Participants acknowledge that all intellectual property rights, including copyrights, in all content provided through the online streaming service, including text, images, video, audio, and programs, belong to JUSE and the respective presenters. Participants agree not to infringe upon these rights.
- The recording, reproduction, distribution, or retransmission of presentation content is strictly prohibited and may be subject to legal action and penalties.

Details

For details, please visit our website.
https://www.juse.jp/quality_forum/

Contact

Quality Forum 2026 Secretariat
Union of Japanese Scientists and Engineers - JUSE -
E-mail：juse-qf@juse.or.jp

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