

Jose E. Prieto
PRESIDENT AND CEO OF
BUSINESS INITIATIVE DIRECTIONS

AND

Dayle L. Fickling
PRESIDENT AND CEO
OF IMARPRESS

take great pleasure in informing

EKOICT

that it has been awarded the
GOLD CATEGORY - LONDON 2014

INTERNATIONAL QUALITY CROWN

The Gala Dinner and Awards Ceremony will take place in London

The BID award has appeared in previous years on television and in various media facets on all continents. The event will be attended by members of the diplomatic corps and international businessmen, professionals in economy and the arts, members of the press, and experts in public relations and television.

Regulations of the IQC Award

Articles of the International Quality Crown Award regulations. Complete information:
www.bid-crown.com

Definition of the award:
The International Quality Crown Award (IQC) of Business Initiative Directions (BID) is presented in recognition of those companies or organizations in different countries throughout the world that further their reputation and position by implementing and promoting quality culture.

Article 1
The award recognizes and encourages the contribution of companies and organizations to quality, continuous improvement and customer satisfaction as well as improving relations with employees, suppliers and all those associated with winning organizations.

Article 8
The jury which designates the awardees will be formed by the leaders of those organizations having received the award in previous years for their merits and contributions to quality and excellence in those companies which they direct.

Article 10
Special presentation options, previously confirmed, will be recorded in multimedia format during the ten days prior to the award presentation.

Article 11
From 12 noon on the day of the awards presentation until 12 noon of the following day, all of the official activities of the International Quality Convention will be covered by BID accredited videographers and photographers

Delegation of the awarded organization:
BID presents the award in London to the owner, CEO, president, or general director of EKOICT who may be accompanied by persons related to it. BID will provide support for visa applications for up to two of the highest-ranking persons of the delegation.

Visas to travel to London:
Important: The representatives who will receive the award in London must apply for a visa in the nearest Consulate or Embassy as soon as possible. Obtaining a valid visa for your travel to attend the Convention is the sole responsibility of your representatives before the authorities.

Please note that the United Kingdom does not belong to the Schengen agreement and therefore you must apply for a U.K. visa even if you have a valid Schengen visa.

Videos and photographic sessions (please consult):
Specialized media companies and independent press agencies will cover a variety of different aspects of the convention, which will include attendees and the awards presentation. If you are interested in obtaining a recorded coverage of the most important scenes of your representative's participation in the ceremony, you must contact BID before the gala dinner and Awards Ceremony.

Useful information about the London Quality Convention

BID worldwide:
BID Business Initiative Directions has awarded companies and professionals from 179 countries since 1986. Every year, the mass media broadcasts the news item concerning the Convention to the benefit of award winners and the organizations which they represent. BID organizes events and publishes newspapers, books, magazines and reports for television in English, Spanish, French, Portuguese and Russian. The focus is on company policy in the areas of quality, national and international commerce, new products, and financial resources in industry and the service sector. BID clients range from large corporations to companies with a local market.

BID in the press:
The importance of BID is growing year by year in the world of business communication, shown by full-page appearances in leading business sector publications. In fact, the newspaper Cinco Días, publisher of a daily section of the Wall Street Journal, featured three full pages and one double page dedicated to BID. One of the photographs included was of Jose E. Prieto, President of BID, with Bill Clinton, 42nd President of the United States of America. In addition, the BBC World Service radio station in London broadcast news about the BID QC100 in Geneva, and television channels from several countries have interviewed Jose E. Prieto at different BID International Quality Conventions.

Office Hours (Year Round):
Our office hours from Monday to Friday are from 9 am to 7 pm (19:00). Contact through fax or email can be made at any time of the day or night.

Special BID office:
In London, during the Convention, BID is pleased to offer a full-service office staff inside the Guoman Tower Hotel, from 9am to 6 pm (18:00) to aid you in the Convention registration as well as in your hotel accommodations.

Selection criteria for the International Quality Crown Award.

Based on information, polls and voting.

The International Quality Crown Award (IQC) is presented to each company or organization as an entity, for corporate achievement, to recognize leadership, quality, innovation, excellence, technology, customer service and prestige; for this purpose, a voting process was carried out during the BID World Congress with meetings in Paris, London, Geneva, Frankfurt, Madrid and New York over the past ten months, based on one or several of the following concepts:

The QC100 principles, Customer Satisfaction, Leadership, Technology, Best Practice, Business Results, ISO 9000 and TQM.

In addition to the voting process, carried out in personal encounters with business leaders, by mail and on line macro poll, BID gathers information through consultations of the media (press, radio and television), consultancy companies, advertising agencies, trade fairs and exhibits, chambers of commerce, embassies and polls, which is analyzed by the International Quality Crown Award Selection Committee, which makes the final decision to select the annual awardees.

General Program:

Sunday, November 30th

- 10:30 Welcoming Reception and participants' presentation
- 18:30 Corporate group photo session of IQC Award recipients
- 19:00 IQC Award Gala Dinner
- 20:00 Awards Presentation
- 21:00 Photography session
- 21:30 End of the Ceremony

Your Company Will Receive:

- Two invitations for the IQC Gala Dinner Ceremony
- The International Quality Crown Trophy, Gold Category
- Certificate of the Quality Award
- QC100 Points TQM (Total Quality Management)
- Statement of Commitment to the TQM QC100 principles
- BID Quality Mix Program for your company for the next two years (24 months) after receiving the award in London
- Graphics: Set of logos for use in advertising and pictogram of trophy.
- Press release of the IQC Award
- Collection of photographs of the presentation of the award to your delegation.
- Two lapel pins with IQC identification
- Business encounter: BID will organize a "Welcoming Reception" for the participants in the Convention to meet each other and introduce their profiles
- Accommodation for 2 nights (one double room) in the Guoman Tower Hotel¹ (nights of November 29th and 30th)² with breakfast included.

- 1. BID reserves the right to lodge participants in similar hotels if necessary.
- 2. Participation costs cover only one room per company (double or twin beds). If you wish to reserve another room, it must be covered by your company.

Media publications:

ImarPress will cover the news of the participating commission of the awardees in several of the 26 supporting print media publications, in one or more of the following modalities:

- Cover of the publication
- Double center page
- Six additional pages

The coverage, in accordance with graphic material obtained during the convention about the awardees, subject to editorial revision, may appear in multimedia format:

- Magazines: print and online
- DVD documentary
- Video press release
- Blogs

Optional Program

- 1- DVD filming of the ceremony.
- 2- Media-oriented interview.
- 3- Presentation of your company.
- 4- Speech on a quality management case in your company.
- 5- Audiovisual presentation on stage with plasma/LED screen with DVD, Power Point or Keynote.

(Option 4 and 5 must be requested 10 days prior to the convention)

Awardee lapel pin:

The higher management of the award recipients at the London 2014 Convention will be presented with a lapel pin to facilitate communication during the event.

Convention site:

Guoman Tower Hotel. BID's Welcome Office in the Hotel will be open to delegates of the awarded organizations whom BID staff will assist in hotel accommodation, participation protocol and documentation.

Payment of participation costs:

EKOICT has been designated to receive the IQC Award in London, during the convention on November 29th and 30th. Payment of the participation costs of 4200 € must be made prior to November 30th

REGISTRATION FORM | LONDON - IQC GOLD

EKOICT

Ghana

NAME OF ENTITY TO APPEAR ON THE TROPHY: _____

PERSON TO COLLECT THE AWARD : _____

DATE OF ARRIVAL: _____ DATE OF DEPARTURE: _____ NUMBER OF ATTENDEES: _____

Note: Accommodation will be provided in one double occupancy room for the nights of November 29th and 30th with breakfast included.

BID & BID GROUP ONE

EKOICT accepts the conditions of Payment of 4200 Euros for cost of participation and all actions included in the Quality Mix program for the two years following the convention.

Date, Signature, Stamp