

Madrid, January 28, 2013

ARTLILO
Attn. General Manager
92 Nguyen Van Thu Str, Dist 1
HO CHI MINH CITY
VIETNAM

Subject: International Quality Summit (IQS) Award for
ARTLILO

Dear Sirs:

B.I.D. (Business Initiative Directions) holds an annual congress with meetings at multiple sites, in the emblematic cities of Paris, London, Madrid, Geneva, Frankfurt and New York, having gathered companies and organizations from 118 countries over the past ten months. During that time, participating leaders and experts in quality and excellence submitted their votes for the candidacy of ARTLILO for the International Quality Summit (IQS) Award which will be presented in New York, the United States, on Monday, May 27th, 2013.

On the basis of IQS regulations and the criteria of the QC100 Total Quality Management Model, ARTLILO has been designated by the International Quality Summit Committee to receive the IQS Award in the Gold category in New York.

The International IQS Convention will take place in New York on May 26th and 27th, 2013, with the award presentation held at the spectacular Ballroom of the New York Marriott Marquis, in the center of Manhattan. The program of this event is enclosed, detailing all the benefits and conditions.

The companies and organizations to be awarded in 2013 have been designated by the IQS Selection Committee as distinguished local and national leaders, or large corporations, all of which demonstrate excellence within each sector, increased market share, leadership and improved results as well as sustainability. The prestige of the BID award winners (see www.bid-qualitysummit.com) will allow you to appreciate the value of the BID award worldwide and the importance of participating at this convention. B.I.D.'s Quality Mix model provides technology for your organization to strengthen its leadership in quality.

This prestigious award, given to leaders by leaders, is sponsored by 26 media publications (www.imarpress.com), all oriented towards change and market trends, focused on innovation, growing brands, technology, new products, business news and finance.

For personal attention, a member of our team has been appointed to coordinate your participation in the New York event up to May 24th. Visit www.bid-qualitysummit.com Login: **QSU13**, Password: **33B6A8**.

To confirm your participation, please send the Registration Form (on the back of the enclosed page). If you have any further questions, feel free to contact our international department.

Sincerely,



Jose E. Prieto
President and CEO

IQS International Department:
convention@bid-qualitysummit.com
Telephone: +34 915 97 33 69
Fax: +34 915 56 20 29
www.bid-qualitysummit.com

B.I.D. is the leading private organization worldwide in spreading quality culture through the Quality Mix Plan and the International B.I.D. Award for Quality. In the past 27 years B.I.D. has presented its Award for Quality and its TQM model QC100 implemented in over 100 countries.

IF YOU REQUIRE A VISA TO TRAVEL TO NEW YORK:

WHEN YOUR REGISTRATION FORM IS RECEIVED, BID WILL REQUEST NAMES AND PERSONAL DATA OF YOUR DELEGATES FOR VISA PURPOSES. YOU CAN APPLY AT THE U.S. CONSULATE ONLY AFTER RECEIVING B.I.D.'S LETTER OF SUPPORT. HOWEVER YOU SHOULD IMMEDIATELY CONSULT AVAILABILITY FOR AN APPOINTMENT FOR APPLICATION AT THE CONSULATE OF THE UNITED STATES IN YOUR COUNTRY TO ALLOW TWO MONTHS TO PROCESS YOUR VISA APPLICATION.



INTERNATIONAL QUALITY SUMMIT

27th International Quality Convention NEW YORK May 26 - 27, 2013

B.I.D. - 27 YEARS OF QUALITY CULTURE RECOGNITION WORLDWIDE

Jose E. Prieto
PRESIDENT AND CEO OF
BUSINESS INITIATIVE DIRECTIONS

AND

Dayle L. Fickling
PRESIDENT AND CEO
OF IMARPRESS

take great pleasure in informing

ARTILO

that it has been awarded the

GOLD CATEGORY
NEW YORK 2013

INTERNATIONAL QUALITY SUMMIT

INTERNATIONAL QUALITY CONVENTION

The Gala Dinner and Awards Ceremony will take place at
the Marriott Convention Hall in New York, the USA

NEW YORK MARRIOTT MARQUIS HOTEL (1535 BROADWAY, NEW YORK CITY, U.S.A.)

DATE: MONDAY, MAY 27, 2013, TIME: 18:30

The B.I.D. award has appeared at 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 IQS Award

Articles of the International Quality Summit Award regulations. Complete information:
www.bid-qualitysummit.com

Definition of the award:

The International Quality Summit Award (IQS) of Business Initiative Directions (B.I.D.) 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 organizations and companies to quality, continuous improvement and customer satisfaction as well as improving relations with employees, suppliers and all those associated with your organization.

Article 2

The jury which designates the companies and organizations to be awarded will be formed by the leaders of those entities having received the award in previous years for their merits and contributions to quality and excellence in those entities 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 B.I.D. accredited videographers and photographers.

Delegation of the awarded entity:

B.I.D. presents the award in New York to the owner, CEO, president, or general director of the awarded organization who may be accompanied by persons related to the awarded organization or company. B.I.D. will provide support for visa application for up to two of the highest-ranking persons of the delegation.

Visas to travel to New York, USA:

Important: The delegates of your company or organization who will receive the award in New York must consult visa procedure on the webpage of the U.S. Consulate or Embassy (www.usembassy.gov) for

timing and requirements: visa appointments must be scheduled two months ahead, especially at this time of year. B.I.D. can provide visa support; however, the application process is the sole responsibility of your delegates before the U.S. authorities.

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 your organization or company is interested in obtaining a recorded film covering the most important scenes of your representative's participation in the ceremony, you must contact B.I.D. before the gala dinner and Awards Ceremony.

B.I.D. worldwide:

B.I.D. Business Initiative Directions has awarded companies and professionals from 178 countries since 1986. Every year, the mass media broadcasts the news item concerning the Convention to the benefit of award winners and the entities which they represent. B.I.D. organizes events and publishes newspapers, books,

magazines and television in English, Spanish, French, Portuguese and Russian. The focus is on policy in the areas of quality, national and international commerce, new products, and financial resources in industry and the service sector. B.I.D. clients range from large organizations or corporations to companies with a local market.

B.I.D. in the press:

The importance of B.I.D. 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 B.I.D. One of the photographs included was of Jose E. Prieto, President of B.I.D., 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 B.I.D. QC100 in Geneva, and television channels from several countries have interviewed Jose E. Prieto at different B.I.D. International Quality Conventions.

Welcome to New York:

With a population of 8.1 million, New York City is a global hub of international business and commerce and one of the four command centers for the world economy along with London, Hong Kong and Tokyo. Wall Street, Madison Avenue, Tribeca, Broadway, Fifth Avenue and the whole of Manhattan are home to the most influential companies, financial institutions, cultural and fashion centers of the world. The New York Marriott Marquis Hotel is located just a few minutes away from the Fifth Avenue shopping area as well as the headquarters of multinational firms, the United Nations, Broadway theaters and top museums.

Office Hours (Year Round):

Our office hours from Monday to Friday are from 9 a.m. to 8 p.m. (20:00). Contact through fax or e-mail can be made at any time of the day or night.

Special B.I.D. office:

In New York, during the Convention on May 26 and 27, B.I.D. is pleased to offer a full-service office staff inside the Marriott Marquis Hotel, from 10 a.m. to 6 p.m. (18:00) to aid you in the Convention registration as well as in your hotel accommodations.

Contribute your vote for a company or organization that you admire as a leader in quality and excellence to receive the B.I.D. award.

NAME OF COMPANY / ORGANIZATION: _____

COUNTRY: _____

To confirm attendance: Send the REGISTRATION FORM (see reverse side) to B.I.D. Spain by fax, express mail or by e-mail:

Telephones: +34 915 97 33 69 • +34 915 97 39 00
Faxes: +34 915 56 20 29 • +34 915 55 56 02



BUSINESS
INITIATIVE
DIRECTIONS

convention@bid-qualitysummit.com
www.bid-qualitysummit.com

B.I.D. Business Initiative Directions General Yagüe, 11 • 28020 MADRID - SPAIN



INTERNATIONAL QUALITY SUMMIT

27th International Quality Convention NEW YORK May 26 - 27, 2013

B.I.D. - 27 YEARS OF QUALITY CULTURE RECOGNITION WORLDWIDE

Selection criteria for the International Quality Summit Award

GOLD, PLATINUM and DIAMOND categories

Based on information, polls and voting. (see www.bid-qualitysummit.com)

The INTERNATIONAL QUALITY SUMMIT AWARD (IQS) is presented to each recipient 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 B.I.D. 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, B.I.D. 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 SUMMIT AWARD Selection Committee, which makes the final decision to select the annual awardees.

Convention site:

New York Marriott Marquis Hotel (1535 Broadway, New York City, U.S.A.). BID's Welcome Office in the Marriott Marquis Hotel will be open to delegates of the awarded companies whom BID staff will assist in hotel accommodation, participation protocol and documentation.

General Program:

Monday, May 27, 2013

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

You Will Receive:

- Two invitations for the IQS Gala Dinner Ceremony.
- The INTERNATIONAL QUALITY SUMMIT 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 the next two years (24 months) after receiving the award in New York.
- Graphics: Set of logos for use in advertising and pictogram of trophy.
- Press release of the IQS Award.
- Collection of photographs of the presentation of the award to your delegation.
- Two gold-plated lapel pins with IQS identification.
- Business encounter: BID will organize a "Welcoming Reception" for participants attending the Convention to meet each other and introduce their profiles.
- Accommodation for 2 nights (one double room) in the Marriott Marquis Hotel¹ (nights of Sunday, May 26, and Monday, May 27)².

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

Media publications:

ImarPress will cover the news of the participating commission of the awarded entity 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 award recipient, subject to editorial revision, may appear in multimedia format:

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

MORE INFORMATION: +34 915 97 39 00

Optional Program for audiovisual presentations:

AVAILABLE UPON PRELIMINARY AGREEMENT WITH YOU OF THE TERMS STATED ON THE OPTIONAL PROGRAM FORM. BID WILL PROVIDE THIS PROGRAM UPON REQUEST.

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

(Option 4 and 5 must be requested prior to May 13th)

Awardee lapel pin:

The higher management of the awarded recipients at the New York 2013 Convention will be presented with a lapel pin (gold-plated) to facilitate communication during the event.

Payment of participation costs:

Your company has been designated to receive the IQS Award in New York, during the convention on May 26 and 27. Payment of the participation costs of 3,900 euros (three thousand nine hundred euros) must be made by you prior to May 27, 2013.

To confirm your attendance, please contact our Madrid office at these numbers:

Telephones: +34 915 97 33 69 • +34 915 97 39 00 • Faxes: +34 915 56 20 29 • +34 915 55 56 02 • E-mail: convention@bid-qualitysummit.com

NEW YORK 2013 IQS AWARD

TO CONFIRM YOUR ATTENDANCE, PLEASE SEND: FAX, E-MAIL OR CONTACT OUR MADRID OFFICE.

REGISTRATION FORM

PLEASE FILL IN WITH THE REQUESTED INFORMATION ABOUT YOUR COMPANY OR ORGANIZATION

B.I.D. Business Initiative Directions
General Yagüe, 11 - 28020 MADRID - SPAIN

NAME			COUNTRY		
ARTILO			VIETNAM		
PERSON TO COLLECT THE AWARD		DATE OF ARRIVAL AND DEPARTURE			
NAME	SURNAME	POSITION HELD			
EXACT NAME OF ORGANIZATION TO APPEAR ON THE TROPHY			NUMBER OF ATTENDEES		
FAX	TELEPHONE	E-MAIL	WEB PAGE		

NOTE: ACCOMMODATION WILL BE PROVIDED IN ONE DOUBLE OCCUPANCY ROOM FOR THE NIGHTS OF MAY 26 AND 27.



Our organization accepts the conditions of payment of 3,900 € (three thousand nine hundred euros) to B.I.D. for cost of participation and all actions included in the Quality Mix program for the two years following the convention.

SIGNER'S NAME

DATE, SIGNATURE AND STAMP

This Registration Form is NOT VALID as a hotel reservation. Only a hotel voucher from BID will serve to guarantee your hotel room.