

Masaaki Imai in Lima, Perú October 22 - 27, 2016

Masaaki Imai's first visit to Peru came in a critical time for the Andean nation. Thanks to booming commodity prices and rising levels of natural resource exports to China, Peru's economy has delivered impressive growth over the past decade; however, global economic slowdown has brought doubts in the country's ability to sustain these gains. Peruvian economic growth declined from an impressive 8.5% in 2010 to a lackluster 3.3% in 2015. In June 2016, a new president was elected bringing new hopes on reviving Peru's economy despite global uncertainty. In this context, Imai's message to continuously challenge the status quo resonated with leaders and employees alike as a practical way to better ourselves and our society.



Masaaki Imai with the Kaizen Institute Peru Team

CELIMA, 24 October

Celima is the largest ceramic and sanitary linings's producer and distributor in Peru with over 2,500 employees. Celima's products are also exported to several markets in the Americas and Europe. Imai addressed 300 employees on top management's role to create a KAIZEN™ culture and led a Gemba walk in the largest Celima plant.



Business School CENTRUM, 25 October

Imai's presentation to over 200 participants at Centrum, one of the most prestigious business school in Lima with campuses in several cities in Peru, Colombia and Ecuador, focused on developing employees to create sustainable competitive advantage and how FSL helps turn traditional companies into KAIZEN™.



National Production Office, 25 October

The National Production Office is a governmental entity in charge of setting a national development policy for fishing and manufacturing. Mr. Imai's presentation to about 100 key employees, including the Vice Minister for Small and Medium Enterprises, centered on seeking opportunities for improvement in all organizations including government entities.

BOART LONGYEAR, 26 October

Masaaki Imai led a Gemba walk at Boart's main distribution warehouse facility followed by a brief presentation focused on Visual Management to create habits and generate opportunities for improvement in the organization. Boart is a world leader in drilling services and equipment for the mining industry.



The Pontifical Catholic University of Peru (PUCP), 26 October

The PUCP is one of the most influential university in Peru. Along with Jaime Villafuerte, Director of Kaizen Institute Peru, Imai talked to more than 150 participants about "Innovation through KAIZEN™" and "Managing Innovation through KAIZEN™"



Amazon Gas Operator Company (COGA), 27 October

COGA, operator of more than 700 kilometers of gas and liquid pipelines, hosted Masaaki Imai for a presentation to over 250 people and visited its facilities in Lima.



Embassy of Japan, 27 October

Meeting with Masahiro Takagi, Minister Counselor of Japan

Imai met the Minister Counselor of the Japanese Embassy in Lima to talk about the interest of organizations in using KAIZEN™.



Interviews in National Press, Radio and Television

El Comercio is the most important and influential written mass media in Peru. Masaaki Imai had an interview titled as "Education for Executives: KAIZEN™, the Art of Reinventing Human Management," speaking about how the application of the Japanese philosophy KAIZEN™ makes the company have more satisfied customers. He also emphasized that public and private sector executives have in KAIZEN™ a philosophy that will help them achieve better organizations.



Radio Programs of Peru (RPP Noticias)

Masaaki Imai had an interview in the "Economy & Markets" segment, during the interview, he mentioned that Peruvian culture is no impediment to the adoption of the KAIZEN™ philosophy in its organizations, as well as its implementation in government institutions and public sector companies.

Masaaki Imai in Mexico

October 9-15, 2016

On his visit to Mexico, Masaaki Imai, the guru of Continuous Improvement and Founder of Kaizen Institute Consulting Group, was in different places of the country from October 9 to 15, 2016, accompanied by Carlos Torres, Director of Kaizen Institute Mexico. The Gemba visits included various important companies that started implementing KAIZEN™ practices and still work to consolidate their business operation system based on KAIZEN™.

Mr. Imai's main topics during his stay in Mexico were to reinforce Flow, Synchronization and Leveling focus to develop and implement a holistic perspective as a best way for every business to face the new global challenges, remarking that



the only companies that will survive into this millennium will be the ones that have the flexibility to produce according to fluctuating demand.

NEMAK in Monterrey city, was the first facility where Mr. Imai had a Gemba walk and shared his thoughts, findings and suggestions about the current operation with the top management team and about 60 employees. One of the most important topics was about how the top management can be involved in a daily basis leadership, and moving forward every day, everywhere with endless Muda identification activities done by everybody.



The Kaizen Congress 2016 was a total success with over 350 attendees representing different companies and industrial sectors, who had the opportunity to learn from Mr. Imai's stories and lectures about the real meaning and power behind KAIZEN™ and how to use it as a long term strategy living the KAIZEN™ Spirit, Improving Quality, Costs, Delivery and active employee participation.

At the end of the KAIZEN™ Congress, Mr. Imai, signed the Spanish edition of his popular "Gemba Kaizen book", which was a special honor for the participants.



The next Gemba visit took place at DILTEX, one of the biggest textile companies in Mexico that has been implementing KAIZEN™ since 2015, achieving great operational results and a very good 5S deployment among their production areas. Mr. Imai noticed this at Gemba and acknowledged the high commitment of the top management, led by the company's CEO, who endorsed his decision and strong commitment to continue on this path to achieve a Continuous Improvement Cultural Change throughout the organization, following the principles of KAIZEN™ on their journey.

The last stop was at in one of the most important and huge Automotive Axle components in Mexico. They have been growing in their production volumes to attend the high demand of the automotive market and are therefore focusing on defining a long-term KAIZEN™ strategy that assures the fulfillment in quality, cost and time of delivery with their clients.

Mr. Imai pointed out several recommendations and suggestions on how to achieve this new business environment, especially in incorporating the concept of Flow, Synchronization and Leveling into their implementation plan, involving all employees of the company.

Mr. Imai's message to all companies embracing the KAIZEN™ concept is about going to Gemba and having a good look, which is the only way and main responsibility of the management to find dramatic improvements, continuously developing employees and providing support to the whole organization every day.

Finally, Mr. Imai emphasized that to be successful, the companies must adopt Gemba KAIZEN™ in their DNA, embracing it as a way of thinking and doing everyday improvements by everybody in an holistic strategy to have long term outstanding and sustainable results.



Contact:

Kaizen Institute Consulting Group, Ltd.
HQ Global Operations - Zug, Switzerland
Email: PR@kaizen.com
[@kaizen.com](https://www.kaizen.com)