Highlights from Masaaki Imai’s Tour to Saudi Arabia in December 2014

From December 5 to 11, 2014, Masaaki Imai visited Kaizen Institute Saudi Arabia. During his visit, he conducted two seminars on KAIZEN™ Methodology in two different cities: Riyadh on December 7, 2014 and Dammam on December 9, 2014.

Top company CEOs, top management staff, management and quality assurance staff from both private and public sectors attended both seminars. The president of Saudi Society for Quality [SSQ], Honorable Ambassador of Japan to Saudi Arabia, visited the seminar in Riyadh and government officials visited the seminar in Dammam. There were a remarkable number of attendees; over 220 participants in Riyadh and over 130 participants in Dammam made the events a great success. At the end of the seminars, Masaaki Imai launched the Arabic version of his book GEMBAKAIZEN™.

Although Masaaki Imai had a busy schedule, he managed to make time to meet representatives from the following ministries and companies at the chamber of commerce halls:

1) Honorable Minister of Ministry of Commerce & Industry, H.E. Dr. Tawfig Al Rabiah and his team. During the visit it was discussed that there are many Ministry programs that can be done more successfully by incorporating KAIZEN™.

2) Saudi Electricity Company’s VP of HR, Change Management Manager, Organizational Performance Division Manager and other top officials.

3) Saudi ARAMCO’s Operational Excellence Team containing a few KAIZEN™ members. Saudi ARAMCO is a Saudi Arabian national petroleum and natural gas company based in Dhahran, Saudi Arabia; they have both the world's largest proven crude oil reserves, and largest daily oil production.

4) Chief Operating Officer and Top Management Leaders of Almarai. A workshop or Gemba walk requires them to understand the KAIZEN™ approach more closely and realize its implications and value in ensuring continuous improvement at their venture.

5) The Vice Dean and Vice Rector of Development & Quality Unit of King Saud University. King Saud University (KSU), is a public university in Riyadh Saudi Arabia. Founded in 1957 by King Saud bin Abdulaziz as Riyadh University and the first university in the kingdom not dedicated to religious subjects. They are keen to start an improvement project with Kaizen Institute.

Lastly Masaaki Imai was able to visit the Kaizen Institute Saudi Arabia office as well as many historical places with Saudi culture and heritages.

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Masaaki Imai met with the Honorable Minister of Ministry of Commerce & Industry, H.E. Dr. Tawfig Al Rabiah and his team.

During the visit, Masaki Imai met the CEO, VPs, GMs and Top Management Leaders of Saudi Telecom Company (STC).

STC is a Saudi Arabia-based telecommunications company that offers landline, mobile and internet services in the Kingdom of Saudi Arabia.

During Masaki Imai’s visit, he met the Vice Dean and Vice Rector of Development & Quality Unit of King Saud University.

Masaki Imai signing of his GEMBAKAIZEN™ Book’s Arabic version.

During his trip Masaki Imai was also able to gather some experience of past Saudi heritage, life style and culture.