



## FROM THE CHAIRMAN



**Visit** Saint Petersburg, Russia, in June 2001 and take the opportunity to discover how to make your organisation a world-class performer in the 21st century!

'BUSINESS EXCELLENCE – What is to be done...' is our theme for the TQM World Congress in 2001. After five successful years in Sheffield, UK, we have now decided to start rotating the congress venue. We have chosen to start this journey around the world by visiting the magnificent city of Saint Petersburg, Russia.

Founded in 1703 by Peter the Great and named by Pushkin "a Window to Europe", Saint Petersburg was recently ranked by the United Nations as number eight in the list of the most popular cities of the world .

Amidst reminders of both the grandeur of the Tsarist era and the brave new world of the Soviet economic experiment is now to be found a dynamic expanding business environment. This exciting business climate is the perfect setting for our congress. Experience the splendour of Saint Peterburg's famed 'white nights' in the company of academicians and professionally active quality experts from all over the world.

**Professor Gopal Kanji**  
Congress Chairman  
Sheffield Hallam University