

# The 10<sup>th</sup> Asia Symposium on Quality Function Deployment and Innovation & Quality Improvement and Innovation Case Competition

**Hangzhou, China**  
**12<sup>th</sup> – 13<sup>th</sup> September 2025**

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## **New Development of Quality in the Era of AI** **Call for Papers**



### **Invitation**

It is my great pleasure to invite you to come and very much encourage you to join the 10<sup>th</sup> Asia Symposium on Quality Function Deployment and Innovation, which is going to be held in Hangzhou of China on 12<sup>th</sup> – 13<sup>th</sup> September, 2025.

The symposium provides an excellent opportunity for academics and practitioners who are involved in the study, application and development of QFD as well as those of innovation, come together to exchange ideas and share knowledge and experience. Please join us for this international event. At the symposium, you will meet and make discussion with the experts and establish networks as well.

On behalf of the organizing committee, I look forward to welcoming you in the beautiful and amazing city of West Lake.

**Prof. Hisakazu Shindo & Prof. Xiong Wai**

Chairs, ASQFD 2025

### **Papers of Interest**

- Academic papers such as conceptual frameworks, theories and models that related to QFD and innovation
- Discussion on new development of quality in the current thrust of AI
- Successful case studies in various industries and of various domains of the above
- Completed and work-in-progress research projects of the above
- Papers from all countries and areas are welcome
- Papers could be written in English, Chinese or Japanese
- The accepted papers could be presented in poster format or in-person at the symposium

## Timeline



## Abstract Submission

- Abstract submission form is as per attached
- Please send completed abstract submission forms to Symposium Secretariat at [qfdhk@qfdhk.org](mailto:qfdhk@qfdhk.org)

## Symposium Secretariat

Symposium Email: [qfdhk@qfdhk.org](mailto:qfdhk@qfdhk.org)  
Symposium Webpage: <http://www.asiaqfd.org> & [www.qfdhk.org](http://www.qfdhk.org)

**Hosted By:** Zhejiang University China  
**Organizer:** Research Center for Quality of Zhejiang University China  
**Co-Organizers:** Asia Quality Function Deployment Association  
Hong Kong Quality Function Deployment Association  
**Supporting Organizations:** International Council for Quality Function Deployment  
QFD Institute®

# The 10<sup>th</sup> Asia Symposium on Quality Function Deployment and Innovation

## Abstract Submission Form

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### Title of the Paper

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<b>1<sup>st</sup> Author</b>	Name	Family : Middle : First :
	Affiliated Organization	Name : Department : Title :
	Area/Country	
	Telephone Number	
	E-mail	

<b>2<sup>nd</sup> Author (if any)</b>	Name	Family : Middle : First :
	Affiliated Organization	Name : Department : Title :
	Area/Country	
	Telephone Number	
	E-mail	

<b>3<sup>rd</sup> Author (if any)</b>	Name	Family : Middle : First :
	Affiliated Organization	Name : Department : Title :
	Area/Country	
	Telephone Number	
	E-mail	

**Abstract of the Paper (provide a summary of the paper in 150-200 words)**

Please send the completed form to the Secretariat of the symposium at [qfdhk@qfdhk.org](mailto:qfdhk@qfdhk.org)

*Remarks:*

The 1<sup>st</sup> author should receive an email on confirming receipt of abstract within 3 working days. If not, please contact the Secretariat at [AsiaQFDAssociation@126.com](mailto:AsiaQFDAssociation@126.com) to check the status.