

INITIATIVE TO FORM A MANAGERS TEAM WITHIN THE ASSOCIATION FOR QUALITY IN BOSNIA AND HERZEGOVINA

The world is increasingly becoming a “global village” and a common market. As a result, any business has to be globally competitive, even if it deals with production or sales only in the local market. Recent reports published by the International Standardisation Organisation (ISO) about the number of companies in the world that have been awarded a certificate of the quality management system under the ISO 9001:2000 standard requirements, namely a certificate for the environment management system according to the ISO 14001 and ISO/TS 16949:2002 standard requirements designed for the car industry, as well as ISO 13485:2003 standard for medical equipment, support the fact that not only are those standards largely popular but they are actually integrated in the world economy. According to this report, in late 2005, the number of the ISO 9001:2000 certificates issued in Bosnia and Herzegovina was 350, the number of certificates for ISO 14001 was 34, and for ISO/TS 16949:2002 two certificates were issued. That is an exceptionally small number in respect to other neighbouring countries in the greater region. The intention of presenting the statistics and comparisons is not to discourage us. We should take that as a sign of warning and a call for action, given that the gap between the reality and our hopes for a speedy integration in Europe is huge.

With that in mind, the managers who participated in the Bosnia and Herzegovina Quality Conference held in Neum have decided to launch an initiative to form a **BiH Managers Team** to give their contribution to overcoming certain issues and misconceptions regarding the quality management systems. We start from the premise that a successful organisation management is a result of introducing and maintaining a **management system**, which guarantees continuous improvement of business operation while meeting the needs of all the stakeholders. The **management function** comes to the forefront, that is, **managers** themselves. That is why quality is not only a concern of the inspection officer and technical staff. It is increasingly becoming the primary duty and responsibility of any company's top management, due to the fact that product and service quality can be improved only by developing the quality of the overall business operation. The way out of the current situation may only be found with the assistance of the management who are capable of initiating a process of connecting theory and practice by establishing a **total quality management (TQM)** in their environment.

On the road to excellence, one should take step by step, fully adhering to and consistently applying all the relevant principles, standards, and requirements recognised worldwide. Introducing a quality management system under the ISO 9001:2000 standard requirements is no doubt the first step in any organisation dedicated to ensuring total quality. A certified quality management system assures credibility and is a key to an easier access to the global market. Continuous education and knowledge innovation of both management and the entire staff is a condition that guarantees success on that road. This way, we give our direct contribution to the implementation of one of the main slogans of the European Quality Vision: *“Managers should improve their management skills, while the public administration has to provide a favourable environment to support a sustainable development of the society.”*

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